JANUARY 6, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54 No. 1

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Congress gets set to tackle pay tv; Harris hearing Jan. 14 Page 50

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Telestatus: Quarterly accounting of present, planned tvs Page 101

A Fable

The Product That Wasn't Very Good Looking

Once upon a time there was a Product that wasn't very good looking. And that was a shame, too, because it was a nice little Product, a pleasant thing, harmless and unassuming. Even useful. But, it just wasn't very good looking. For this reason, it dealt the Advertising Men a dilly of a fit. Heaven forbid that they should picture it. They certainly couldn't describe it. It was undemonstrable. The Advertising Men were in a king-sized, filter-tipped Quandary. But one day when they were conferring, the Mailroom Boy walked into the Conference Tent with some fresh quills and risked a Suggestion: why not just *tell* the People what the Product *did?* Not describe it. Or picture it. Or demonstrate it. This was a Great Idea and they did it. And the Product sold like crazy. And the Mailroom Boy was made a Vice President. And all was well.

Moral: ***Sometimes*** **words speak louder than action. Honestly now, is your product good looking? Demonstrable? If not, just tell the People what it** ***does!*** **For this, use Radio. We have several attache cases full of hard-hitting facts about our favorite medium. May we show them to you?**

THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT
NATIONAL SPOT RADIO
Radio Division **EDWARD PETRY & CO., INC.**
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

check denver's november arb*

	Station 2 (IND)	Station 4 (NBC)	Station 7 (CBS)	KBTV (ABC)	Others
MONDAY THRU FRIDAY NOON TO 6:00 P.M.	5.7	26.3	34.6	34.7	0.1
6:00 P.M. TO 10:00 P.M.	2.8	30.2	31.4	34.4	1.2

KBTV leads where leadership is important . . . during the time the greatest share of the 324,571 TV homes in the Denver market do their viewing. The less vital time periods, of the November survey, KBTV cheerfully relinquishes to stations 2, 4 and 7. Call PGW for the complete ARB story in Denver and for availabilities on KBTV.

KBTV Channel 9

DENVER'S FAMILY STATION . . .

John C. Mullins, President

Joe Herold, Station Mgr.

Represented Nationally by Peters, Griffin, Woodward, Inc.

ARB is spelled no different—it just looks different in Denver. KBTV loves ARB. KBTV loves Telepulse too, but not a subscriber to the October '57 survey so unable to publish their KBTV superiority story.

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We're tops in Flint

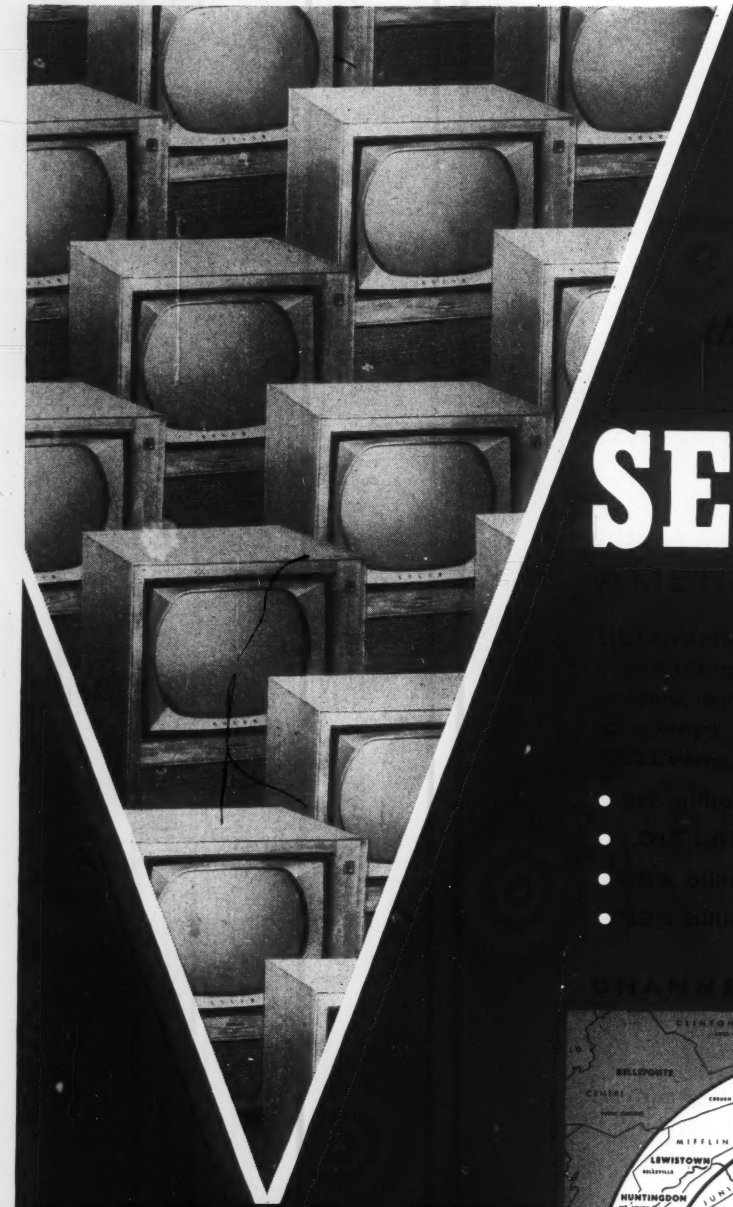
Photo by Hamill-Solazzo

WJIM-TV

Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint . . . NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



YOUR
PERSONAL
SALESMEN . . .

the 917,320
TV sets in

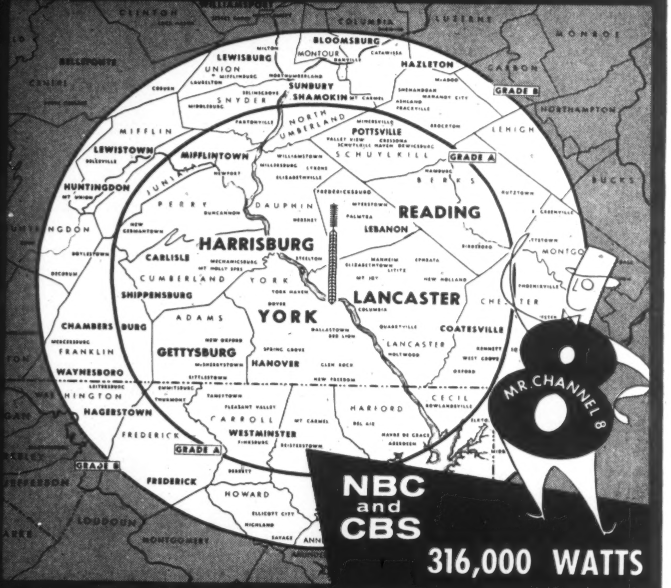
SELLvania

AMERICA'S 10th TV MARKET

SELLvanians believe in television — and in things television sells. They respond quickly, very readily. Your sales message is always effective when presented in SELLvania to . . .

- [illegible] million people
- [illegible] families
- [illegible] billion annual income
- [illegible] billion annual retail sales

CHANNEL 8 MULTI-CITY MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BELLEFONTE
CENTRE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
CARBON
GRADE B
NORTHAMPTON
SUNBURY
SHAMOKIN
SNYDER
NORTHUMBERLAND
POTTSVILLE
SCHUYLKILL
LEHIGH
MIFFLIN
LEWISTOWN
MIFFLINTOWN
GRADE A
BERKS
JUNIATA
HUNTINGDON
PERRY
DAUPHIN
READING
LEBANON
BUCKS
HARRISBURG
CARLISLE
CUMBERLAND
MONTGOMERY
SHIPPENSBURG
YORK
LANCASTER
CHESTER
ADAMS
COATESVILLE
CHAMBERSBURG
FRANKLIN
GETTYSBURG
HANOVER
WAYNESBORO
HARFORD
CECIL
HAGERSTOWN
CARROLL
WESTMINSTER
FREDERICK
GRADE A
GRADE B
HOWARD
LOUDOUN
MONTGOMERY
MR. CHANNEL 8
8

NBC
and
CBS
316,000 WATTS

WGAL-TV

LANCASTER, PA

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

closed circuit®

TOUGH TRIAL • Looks as though radio will pass one of its sternest tests—its use as exclusive advertising vehicle in introduction of new product into competitive market. Test, begun in secret market several months ago by Radio Advertising Bureau, involves product in grocery field. Sixteen other brands of same product were in market when test began. RAB's brand now ranks fifth in retail sales despite heavier advertising spending in all media by several competing brands that were well established before RAB brand entered market. RAB won't release full details of test until next fall.

•

U. S. Steel Corp., sponsor of last of long-running hour-long live drama series originating from New York—CBS-TV's U. S. Steel Hour*—not only intends to keep it that way, but is considering stressing both "live" and "eastern" aspects of program in light of drama show exodus to Hollywood. Effective later this month or early February, U. S. Steel will unveil slogan "The Broadway of Tv" and will make intensive effort to sign Broadway stars for series.*

•

BOYCOTT ON BOYCOTTS? • For first time in years there is hope of plugging one of biggest holes in Taft-Hartley law—secondary boycott. Law-makers have long feared to make even minor changes in law lest they open door to major amendments and invite labor reprisals. But since McClellan committee revelations of union corruption, business groups see chance to get fair hearing on secondary boycotts. Of current interest is National Labor Relations Board plea for court order restraining AFTRA from boycotting tactics against WCKY Cincinnati (see page 82).

•

Union threats against advertisers and agencies to keep accounts off broadcast stations involved in labor disputes would be banned in bill (S-76) introduced by Sen. Carl Curtis (R-Neb.), who hopes it can be extricated from pigeonhole. U. S. Chamber of Commerce is behind such legislation, with Charles H. Tower, NAB labor relations manager, serving as chairman of C of C secondary boycott subcommittee.

•

QUESTION OF STYLE • Sudden firing of Kudner Agency by Buick Div. of General Motors after 22 years [ADVERTISERS & AGENCIES, Dec. 23] has led some agency men handling auto accounts to wonder privately whether they ought not to have future hand in helping to decide new model styling. Their argument seems to be that if their advice is sought—and utilized—by other manufacturers for new package designs, why is it not being used by trend-conscious Detroit which depends on package to sell car? Detroit's comeback: There's more to styling autos than mere "package design;" agencies are not equipped with engineering know-how. Yet agencies feel that their diverse advertising experience keeps them in closer touch than Detroit's automakers with public's wants, needs and tastes.

•

Although FCC has devoted two days to briefing on Network Study Staff Report, with two additional days scheduled for this week (Jan. 6-7) likelihood is that additional time will be needed to complete review (story page 27). Much ground remains to be covered, it's learned, and number of Commissioners are not satisfied that conclusions of 1,485 page report are warranted by study itself.

•

TOLL CALL • In all likelihood, major networks will trot out first team in toll television hearings Jan. 14-16 before Chairman Oren Harris' House Commerce Committee. Following FCC, which appears on first day, tentative lineup calls for appearance of CBS Inc. President Frank Stanton Jan. 15 and NBC President Robert W. Sarnoff Jan. 16. ABC-TV's spokesman will be determined today (Monday) and is likely to be AB-PT President Leonard H. Goldenson, who, along with other network presidents, has been outspoken in opposition to on-the-air toll tv. In addition, NAB President Harold E. Fellows has requested opportunity to testify. (See stories, pages 50 and 10.)

•

What's best time for station people to call on timebuyers when they're in New York? Radio Advertising Bureau ran survey among buyers to find out. Half said it made no great difference. But other half showed preference for Tuesday, Wednesday or Thursday mornings.

•

MONOPOLY HUNT • Notion that government is going after "monopoly" newspapers which own radio-tv stations is deeply ingrained in Washington's news corps. William P. Rogers, new attorney general, addressed National Press Club last Thursday, and was asked in Q & A session: "What are the prospects of antitrust actions against monopoly newspapers which own tv and radio stations?" He facetiously ducked direct answer by asking: "Do you have anyone in mind?"

•

At NPC luncheons, all questions are written and are anonymous. Thus, identity of newsman who asked newspaper-divorcement question wasn't revealed, but it was symbolic of inquiries made repeatedly since forced sale two months ago of Kansas City Star *stations WDAF-AM-TV by court decree. At that time* [EDITORIAL, *Dec. 9*] *it was said that in this case an antitrust conviction was involved and that neither Congress nor courts nor FCC has ever held that it's contrary to public interest for newspapers to own or operate stations.*

•

STAY-AT-HOMES • Seventeen of top 50 advertising agencies in radio and television billing did not lose an account during 1957. Some product shifts were made among these agencies but accounts themselves were not lost by following during past year: D. P. Brother; Ted Bates & Co.; Compton, Cunningham & Walsh; Lennen & Newell; Norman, Craig & Kummel; Needham, Louis & Brorby; Parkson Adv.; Gardner Adv.; Doherty, Clifford, Steers & Shenfield; Bryan Houston; Fuller & Smith & Ross; Donahue & Coe; Doyle Dane Bernbach, Ogilvy, Benson & Mather, and McCann-Erickson.

•

Latest temperature reading of FCC indicates that members are cooling off on staff clear channel proposal whereby 12 of 24 clear channels would be duplicated and other 12 would be permitted to increase power from 50,000 w to minimum of 500,000 and ceiling of 750,000 sets [CLOSED CIRCUIT, *Nov. 25*]. *Present disposition seems to be to retain status quo except to solve problem involving KOB Albuquerque, which for years has been operating under temporary authority on WABC's (New York) 770 clear channel, whereas its book assignment is on WBZ's (Boston) 1030 kc.*

•

FATEFUL MEETING • Broadcasters and FCC, will be awaiting—with more than normal interest and even apprehension in some circles—results of executive meeting this Wednesday of House Legislative Oversight Subcommittee. After six months of preparation by staff, Rep. Morgan Moulder (D-Mo.), chairman, feels committee is ready to start public hearings in its investigations of FCC and five other agencies. Still to be decided: What form first hearings will take and which agency will be No. 1 on target list.

•

Highlight on agenda of CBS Tv Affiliates meeting in Washington Jan. 13-14 will be paralyzing effect of Barrow Network Study Report [LEAD STORY, *Oct. 7, 1957*] *upon broadcasting if its substance were to be adopted. On theory that network affiliates must take lead in offensive against Barrow conclusions, affiliates in executive session will hear analysis of report and its consequences from John S. Hayes, president of the Washington Post Broadcast Division (WTOP-AM-FM-TV Washington; WMBR-AM-FM-TV Jacksonville).*

time buying

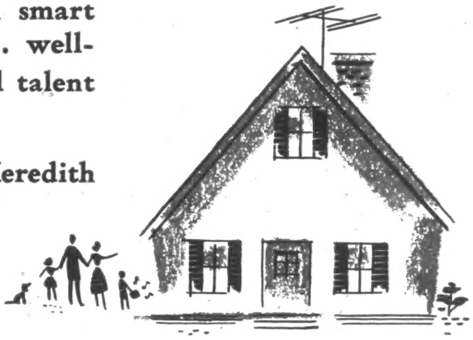
made easy in 5 key markets . . .

KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Tv Network Practices Questioned—Networks and stations probed on purported violations of Chain Broadcasting Rules as unearthed by checks of Barrow Network Study investigators as FCC resumes study of Barrow Report with indications that interested parties may be invited to submit comments on whole report. Meanwhile, Edward Petry, pioneer station representative, warns whole broadcasting structure is threatened by Barrow group's attack on network option time arrangements. Page **27**.

ADVERTISERS & AGENCIES

TvB to Report Tv Network Billings—Bureau announces it and three networks will contribute to new monthly service of Leading National Advertisers and Broadcast Advertisers Reports. TvB, which already reports on spot tv spending, will issue monthly reports on network tv, starting with this month. Page **37**.

Delight of Dairy Farmers—The broadcast media are doing such a good selling job for the American Dairy Assn. that the group unhesitatingly is alloting 60% of its budget for radio-tv. Page **31**.

Ad Tax Decontamination—Precautions being stepped up outside Baltimore, St. Louis and Norfolk. Strategy session held in Chicago. AFA blueprints defensive measures. Baltimore's media taxes go into force. Page **38**.

IN PUBLIC INTEREST

WBC Sets Second Public Service Meet—Industry-wide conference on local public service programming to be held in Baltimore March 5-8. Westinghouse officials look for even greater success than that at similar session in Boston last February. Page **87**.

GOVERNMENT

FCC to Kickoff Pay Tv Sessions—On the first of many expected 1958 treks to Capitol Hill, FCC will provide opening testimony in House Commerce Committee hearings on toll tv, starting Jan. 14 and scheduled for three days by Chairman Oren Harris. Page **50**.

FCC Confirms Radio's Health—Radio revenues continue upward climb, reach $480.6 million in 1956, up 6% over previous year, and profits before federal taxes hit $49.2 million, up 7%. FCC 1956 financial report on radio shows income of network radio down 93.8% from 1955, only $364,000 in 1956. Page **52**.

The Biggest Station Buy—CBS files for FCC approval of $20 million purchase of WCAU-AM-FM-TV Philadelphia plus real estate from *Philadelphia Bulletin*. Page **56**.

Fm Authorizations Show First Increase—Fm grants during fiscal 1957 show first increase in nine years, FCC says in annual report. Report also takes swipe at increasing demands by Congress on Commission time; highlights "phenomenal growth of radio." Page **60**.

Voice Sells Truth Abroad—Here's a special report on how the Voice of America maintains its around-the-clock activities on behalf of freedom. Page **64**.

TRADE ASSNS.

Busy Time for NAB Board—Radio and tv directors face near-million-dollar budget and long list of industry worries at winter meeting, to be held Jan. 22-24 at Phoenix, Ariz. Page **76**.

PERSONNEL RELATIONS

When Is a Boycott Legal?—Favorite custom of striking labor unions to be aired by federal court following National Labor Relations Board injunction plea based on AFTRA activities against WCKY Cincinnati. Page **82**.

NETWORKS

Cohen's Remarks Cost ABC-TV—Out of court settlement of $68,962.64 made to two Los Angeles policemen who sued for "slanderous and libelous" statements made on Mike Wallace program. Page **43**.

CBS-TV's Gross Swells—Network reports first 10 months of 1957 ran 6.8% ahead of corresponding period in 1956. Page **48**.

Nix on 'Boredom'—TvB, armed with Nielsen total audience figures, says statistics on network tv audience show that audience at an all-time high, or 19% more homes in 1957 than in 1956 via evening network tv, and 10% more homes via daytime network tv. Page **43**.

OPINION

MR. DUNIER

Timebuying Is Only the Beginning—Emil Mogul's Leslie Dunier points out that constant checks and possibly readjustments are in order throughout the life of a contract. Writing in the weekly MONDAY MEMO, he tells of the system his agency uses. Page **113**.

A SPECIAL REPORT

How's Tv Progressing?—BROADCASTING's quarterly TELESTATUS shows who is on the air, target dates of permittees and offers other helpful information to the timebuyer. Also, there's a complete rundown on network programming. Page **101**.

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Square miles don't buy your product . . .
People do

You need coverage AND audience.

In WHB's 96-county* world

IT'S A WHB PULSE

WHB is *first* in 432 of 432 quarter hours 6 a.m. to midnight (Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

* situated in Missouri, Kansas and Iowa

WHB
Kansas City
10,000 watts
710 kc.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

D'Arcy Adv. Gets Halo Account; Two More Mentioned for Buick

Search of four important national accounts for new agencies [LEAD STORY, Dec. 30, 1957] narrowed to two Friday as D'Arcy Adv., New York, was awarded Colgate-Palmolive's Halo shampoo, for which C-P has budgeted more than $2 million in advertising. Earlier Tatham-Laird, Chicago, gained Kolynos toothpaste (story page 37), leaving $23 million account of Buick Div. of General Motors Corp. and approximately $1.7 million account of Bon Ami Co. still in quest of new agencies.

Carl S. Brown Co. resigned Halo last Nov. 12 after handling shampoo product for three years and C-P's Vel Beauty Bar, not yet assigned, but also expected to land at D'Arcy.

Rumors as to where Buick will land still are rampant on Madison Ave. Compton Adv. and Young & Rubicam now are mentioned frequently in addition to Leo Burnett and Benton & Bowles [CLOSED CIRCUIT, Dec. 30, 1957]. One Y & R official said it is unlikely his agency would take General Motors account since it handles one member of Ford family (Lincoln) and agency has long record of policy not to resign smaller account to take on bigger one.

Wallace Protests Use of Name In Suit Settlement Statement

Out-of-court settlement of original $2 million libel suit against ABC-TV, Philip Morris and Mike Wallace's production firm by two Los Angeles police officials (story page 43) brought protest from Mr. Wallace Friday. He said: "I did not authorize the statement made in my name by attorney Robert Myers. I did not authorize the entry of the stipulated judgment. . . ."

Mr. Wallace referred to attorney Myers' public statement in which—speaking for ABC, sponsor, agency and Mr. Wallace—he regretted "the most unfortunate, unexpected and profoundly regrettable" Wallace broadcast of May 19, 1957 [NETWORKS, May 27, 1957].

Attorneys pointed out, however, that settlement—in which officers Parker and Hamilton will collect nearly $69,000 and abandon suit—was worked out by insurance company and that network and Mr. Wallace had no control over it. Company is Seaboard Surety Co., which reportedly has two policies covering Mr. Wallace's program: one protecting ABC-TV, other protecting Newsmaker Productions, Mr. Wallace's firm.

Pay Tv 'Cultural' Guise Assailed

Pay television is condemned as "menace" in current issue of *The Nation* by Dallas W. Smythe and his wife, Jennie, who criticize particularly support "or at least friendly neutrality" given to pay tv campaign by "intellectuals." Article challenges contentions of pay tv promoters that "cultural" programs will become staple commodities of toll tv. It claims that although "cultural" telecasts may be offered at outset of operations, backbone of programming will be same as now made available through free tv. Authors noted "one of the most skillfully conducted public-relations campaigns of modern times has brought pay tv to the verge of acceptance." Mr. Smythe, onetime FCC economist, is research professor of communications at U. of Illinois.

TvB Says Tv Advertising Was $1.3 Billion in 1957

Net time, talent and production expenditures in television advertising came to $1,322,000,000 in 1957 and will rise to $1,416,400,000 in 1958, TvB estimated Friday.

TvB report broke expenditures down as follows:

Network—$629.7 million in 1956, $661.2 million in 1957 and $694.3 million in 1958.

National and regional spot—$325 million in 1956, $360.8 million in 1957 and $386.1 million in 1958.

Local—$255.2 million in 1956, $300 million in 1957, and $336 million in 1958.

TvB's estimates for 1957 and 1958 were predicated on 1956 figures as estimated annually by McCann-Erickson for *Printers' Ink*.

TvB President Norman E. Cash made clear that "the figures are estimates based on net time, talent and production and are not to be compared with PIB or Rorabaugh Reports, which are computed on gross time costs only." He said: "This careful prediction shows the continued acceptance of television, which is resulting in a constant climb in advertiser preference as the No. 1 national medium. In 1958, as in 1957, tv will again enjoy a greater share of advertising dollars."

BATTERY TV PORTABLE

Motorola Inc. announced Friday it had developed "first fully transistorized battery-operated portable tv set." General production hinges on availability of component transistors, with price likely to be higher than conventional models, according to Edward R. Taylor, executive vice president of Chicago firm's consumer products division. Market availability expected by 1960. Set includes 14-inch tube and 31 transistors. Two batteries can be recharged from auto cigarette lighter or ac outlet, with operating cost placed at 4/10 cent per hour.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

NETWORK NEWCOMER • Glamorene Inc., N. Y., rug and upholstery cleaner manufacturer, which has built its overwhelming overnight (two-year) success strictly via spot tv, will make its first use of network tv sponsorship Jan. 28 by sponsoring NBC-TV's new Tuesday (7:30-8 p.m.) version of Jan Murray's daytime quiz *Treasure Hunt*. Agency is Product Services, N. Y.

BACK IN SPOT • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., ordering new tv schedule averaging about three spots per week in 60 markets. Campaign, set to start Jan. 19, actually is return to spot schedule by Mounds. Dancer - Fitzgerald - Sample, N. Y., is agency.

NO COMBINATIONS • Lever Bros. Foods Div. (Imperial margarine), N. Y., expects to break "shortly" with national radio and tv spot campaign. In its buying, Foote, Cone & Belding, N. Y., agency for Imperial, is placing either radio or tv spot in each individual market but not both in same market.

TAKES 'TREASURE HUNT' • Hazel Bishop Inc., N. Y., through Raymond Spector Inc., N. Y., signed to sponsor NBC-TV's new *Treasure Hunt* series (Tues., 7:30-8 p.m.) tomorrow (Tues.), Jan. 14 and 21 and thereafter on alternate week basis. Glamorene Inc., through Product Services, will sponsor on alternate weeks (see above).

BUYS COLOR SPECIAL • Hallmark Cards Inc., Kansas City, will sponsor "Hans Brinker or The Silver Skates," musical adaptation of classic, on NBC-TV Feb. 9, 6:30-8 p.m. EST, in its continuing series of color specials, network reported Friday. Agency is Foote, Cone & Belding, N. Y.

AD PLANS NEARLY READY • American Sugar & Refining Co. (Domino sugar, other products), N. Y., expected to have new media plans set in about three or four weeks. Company now working over strategy on market-by-market basis. American Sugar budget is for spot tv and spot radio as well as newspapers. Advertiser's last tv spot run covered Sept. 23 through Dec. 22 in 76 markets. Radio spot also is used extensively. Ted Bates, N. Y., is agency.

C & P KEEPS GOING • Chesapeake & Potomac Cos. (telephone) reported renewing spot tv campaign, using ID's, for 52 weeks in Washington, D. C., Maryland, Virginia and West Virginia. Agency: N. W. Ayer & Son, N. Y.

at deadline

ABC-TV, Affiliates Set Agenda For Sessions in Miami Beach, Fla.

ABC-TV Affiliates Assn.'s board of governors, heads of ABC-TV owned stations and top ABC-TV network officials will meet at Miami Beach's Balmoral Hotel tomorrow (Tues.) for series of separate sessions. O&o station heads and ABC-TV management will meet Tuesday and Wednesday; affiliates board, headed by Frederick S. Houwink, WMAL-TV Washington, will meet Tuesday and Wednesday, then confer with ABC-TV management Thursday.

Affiliates board understood to be pleased with ABC-TV progress in 1957 but also to be hopeful that certain problem areas may be smoothed out. Discussions expected to range over broad area of network operation, including programming, sales and station relations. In general, board members anticipate healthy sales increases in 1958.

Affiliates board is composed of Chairman Houwink; Harry Lebrun, WLWA (TV) Atlanta; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa; Joseph Bernard, KTVI (TV) St. Louis; Donald Davis, KMBC-TV Kansas City; Joseph Herold, KBTV (TV) Denver; J. W. McGough, WTVN-TV Columbus, Ohio, and Willard Walbridge, KTRK-TV Houston. Messrs. McGough and Herold will be unable to attend.

ABC-TV officials slated to attend, besides those of owned tv stations, are Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres; Oliver Treyz, vice president in charge of tv network; James T. Aubrey Jr., ABC-TV programming and talent vice president; Slocum Chapin, client relations vice president; Thomas W. Moore, sales vice president; Alfred R. Beckman, station relations vice president; Ralph Hatcher, national manager, tv station relations; James Beach, vice president and director of network's central division; Donald W. Coyle, sales development and research vice president; Dean Linger, advertising and promotion director; Simon B. Siegal, AB-PT financial vice president; Stephen Riddleberger, ABC comptroller; Leslie Harris, national spot sales coordinator, o&o stations; Michael J. Foster, press information vice president; Earl Hudson, vice president in charge of western division, and others.

Woodruff Heads New Tv Service

Formation of new firm to syndicate library service of 10,000 commercial slides plus audio catalog for local tv stations announced Friday in New York by Charles Woodruff, head of his own tv slide-production firm there for several years and formerly with NBC. New company is Television Mat Service Corp., with Mr. Woodruff president, and its library service is called Telemat, to be used in manner similar to newspaper mats in print media. Other officers are Frank Brenner, New York attorney, secretary, and Sam Freestone, formerly with Twin Coast Newspapers, New York, vice president and head of sales.

CBS Ponders Alternatives To Clear Up St. Louis Impasse

CBS is considering "various alternatives" to impasse created by stay issued against FCC approval last October of transfer of network's ch. 11 grant in St. Louis to unsuccessful applicants, spokesman for network said Friday. He added CBS still "trying to find best way of going ahead as expeditiously as possible with both transactions," but that decision will depend in part on what action FCC takes.

On Friday, FCC authorized its legal staff to submit petition to U. S. Court of Appeals in Washington for reconsideration of stay order by full seven-judge court. Appeals court, by 2-1 vote, stayed ch. 11 transaction only; CBS purchase of ch. 4 KWK-TV St. Louis for $4 million unaffected. If maintained, stay will freeze plan to turn over ch. 11 necessary so CBS can close purchase of ch. 4 facilities (earlier story, page 74).

Atson New NBC V.P.-Treasurer; With Rubin Becoming Controller

Election of George D. Atson, NBC controller, as vice president and treasurer of network, and appointment of Aaron Rubin, assistant controller, to succeed Mr. Atson as controller, announced Friday by NBC President Robert W. Sarnoff after board meeting. Mr. Matson succeeds Earl Retting, who resigned post to accept election as president of California National Productions, NBC subsidiary [Film, Dec. 16, 1957].

Mr. Matson joined NBC in 1952 as operations analyst and during following year was appointed assistant treasurer and then controller. Mr. Rubin started with NBC in 1937 as member of accounting department, left in 1942, was assistant treasurer at ABC, returned to NBC in 1954 as chief accountant and later became manager of budgets and financial evaluation and eventually assistant controller.

W. Va. Renewals Set for Hearing

For failure to furnish required financial information, FCC Friday informed Williamson Broadcasting Corp. hearing is necessary on applications for license renewals of WBTH Williamson and WMCD Welch, both West Virginia. Commission said, despite repeated requests, licensee has not filed 1955 and 1956 financial reports for two stations. Complaint also stated balance sheets contained in license renewal applications were dated more than 90 days prior to date of filing, also violation of Commission regulations.

PEOPLE

GEORGE H. BUSCHMANN, since 1952 with Covington & Burling, Washington, D. C., law firm, appointed to newly-created post of executive assistant at Radio Cincinnati Inc., according to Hulbert Taft Jr., president. Taft stations include WBRC-AM-TV Birmingham, Ala.; WTVN-AM-TV Columbus, Ohio; WBIR-AM-TV Knoxville, Tenn., and WKRC-AM-TV Cincinnati.

JOHN J. WEIR JR., who directed broadcast sales at John H. Perry Assoc., national media representative, appointed account executive in N. Y. office of Blair Television Assoc., national tv station representative.
DENNIS ROEHL, formerly director, radio, tv and motion picture activity of United Foundation of Metropolitan Detroit and previously with Storer Broadcasting Co. there, appointed account executive in Detroit office of John Blair & Co., radio station representative.

FCC Grants 11 New Stations At First '58 Meeting Friday

FCC actions taken Friday at first meeting following holidays included following new station grants:

- Louisville, Ky.—Board of Trustees, Louisville Free Public Library, granted noncommercial, educational ch. 15, with 20 kw.
- Greenwood, Miss.—Greenwood Broadcasting Co. (WABG), granted ch. 6, 30 kw, 374 ft. antenna. Owned by Cy N. Bahakel, who owns radio stations in southern states. Action made final Dec. 4 initial decision.
- Berryville, Ark.—America's New Era Radio, granted 1480 kc, 1 kw day.
- Brattleboro, Vt.—WKNE Corp., granted 1490 kc, 250 w. Action made final Nov. 20 initial decision.
- Murphy, N. C.—Cherokee Broadcasting Co., granted 600 kc, 1 kw, daytime. Instructions to staff by Commission include denial of competing Valley Bcstg. Co.
- Tacoma, Wash.—Thomas Wilmot Read, granted Class A fm, 103.9 mc, with 850 w, 240 ft. antenna.
- Inglewood, Calif.—Albert John Williams, granted Class A fm, 103.9 mc, 450 w, 385 ft. antenna.
- Hendersonville, N. C.—Radio Hendersonville Inc. (WHKP), granted Class B fm, 102.5 mc, 4 kw.
- Brookline, Mass.—Champion Broadcasting System Inc., granted Class B fm, 92.9 mc, 13.5 kw.
- Towson, Md.—WTOW Inc., granted Class B fm, 101.9 mc, 20 kw.
- Springfield, Ohio—Champion City Broadcasting Co., granted Class A fm, 103.9 mc, 1 kw, 62 ft. antenna.

Fellows Asks to Testify on Pay Tv

Opportunity to testify before House Committee on Interstate & Foreign Commerce Committee at pay-tv hearings beginning Jan. 14 asked by NAB President Harold E. Fellows. He lauded statement by Chairman Oren Harris (D-Ark.) that pay-tv decision should be made by Congress rather than FCC [At Deadline, Dec. 30, 1957].

THE PHILADELPHIA TELEVISION AUDIENCE December 1957

PHILADELPHIA METROPOLITAN AREA

STATION SHARE OF SETS-IN-USE SUMMARY

	3rd sta.	WFIL (ABC)	2nd sta.	4th sta.	Other
MONDAY THRU FRIDAY					
Sign-on to 9:00 AM	40.3*	41.5	26.5	-	-
9:00 AM to 12:00 Noon	32.5	23.8	43.5	-	0.2
Sign-on to Noon	35.0*	28.6	38.1	-	0.2
Noon to 3:00 PM	19.8	41.9	36.4	1.9	-
3:00 PM to 6:00 PM	18.5	61.1	17.9	2.5	-
Noon to 6:00 PM	19.1	53.2	25.5	2.2	-
6:00 PM to 10:00 PM	27.0	41.3	29.2	2.4	0.1
10:00 PM to Midnight	27.1	33.3	36.3	3.0	0.3
6:00 PM to Midnight	27.0	39.0	31.2	2.6	0.2
SATURDAY					
Sign-on to 6:00 PM	17.9	24.4	56.1	1.8*	-
6:00 PM to 10:00 PM	36.9	23.3	36.9	3.0	-
10:00 PM to Midnight	15.8	35.6	47.9	0.7	-
SUNDAY					
Sign-on to 6:00 PM	18.1	42.7*	35.0	3.6*	0.7
6:00 PM to 10:00 PM	29.1	26.4	43.4	1.1	-
10:00 PM to Midnight	28.0	24.6	46.2	0.9	0.3
SUNDAY THRU SATURDAY					
6:00 PM to 10:00 PM	28.7	36.5	32.5	2.3	0.1
10:00 PM to Midnight	25.5	32.5	39.4	2.4	0.2
6:00 PM to Midnight	27.8	36.6	34.4	2.3	0.1
SIGN-ON TO SIGN-OFF	25.3	38.9	34.0	2.3	0.2

These shares are based on time periods when the station was on the air. The asterisk is used only for stations that are on less than the station telecasting the most quarter hours during the particular period.

* Four out of the past six months!

** Also, more 1/4-hr. firsts than next two stations COMBINED!!

32 AMERICAN RESEARCH BUREAU, INC.

We didn't have time to set type but thought you'd like to see why WFIL-TV is first in Philadelphia ... again*

Ken Stowman
Gen'l. Sls. Mgr.

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

CHANNEL 6

ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES CHICAGO!

SMASH RATINGS

all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Chicago, on WBKB it has improved the Wednesday night 10:15-10:45 time spot by 257% to become the **NUMBER ONE syndicated program** in the market on any station, any day, any time!

Outstrips closest competition by over 53%, capturing a 39.2% share of audience. (Videodex 11/57).

Captures the big share of audiences in Los Angeles, Atlanta, Philadelphia, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

IN REVIEW

THE LADY FROM PHILADELPHIA

A program series and a singer, both known for past triumphs, scored a singular success last Monday night.

See It Now cameras accompanied Marian Anderson on a 35,000-mile goodwill tour through Korea, the Philippines, Vietnam, Thailand, India and Burma. The Southeast Asia trip was sponsored by the State Dept. and the American National Theatre Academy.

In this new coup by the generalissimos of the tv documentary—Edward R. Murrow and associate Fred Friendly—the audience was given a camera study of people, faces and reactions to a superb artist and a dignified ambassador of the U. S.

The cameras registered on film an insight into the singer and the peoples who made up her audiences. Revealed was Miss Anderson the gifted singer, one of the truly great talents of our time. Sampled were her musical renditions, which cannot fail to fire a response from an audience. Seen was Miss Anderson the articulate spokesman of a U. S. minority people whose contributions to the country's culture she personifies.

Only a few of the high points: The movement of the singer's hands; a greeting in song ("Getting to Know You" from"The King and I") sung by Vietnamese children who kept time to the music with their feet; "Go Down, Moses" sung in New Delhi; a brief speech and a hymn at the shrine of the great Gandhi, and the pride brightening the faces of a Bombay orchestra formed for the express purpose of accompanying the singer's recital.

The program's sponsor, IT&T, kept faith with the enriching and moving presentation by keeping commercials to a minimum—even skipping the closing message. This service must have brought the communications giant much goodwill in a program itself devoted to goodwill and understanding.

Production costs: Approximately $100,000.

Sponsored by International Telephone & Telegraph through J. M. Mathes, filmed, on CBS-TV, 10-11 p.m. Dec. 30.

Producers: Edward R. Murrow, Fred W. Friendly; reporter: Gene Deporis; camera man: Charles Mack; sound engineer: David Blumgart.

ALL-STAR JAZZ SHOW

"Well . . . you take some skin . . . jazz begins. Then you take a bass . . . man, now we're gettin' some place. Take a box . . . one that rocks. Take a blue horn . . . New Orleans-born. Take a stick . . . with a lick. Now you've got jazz . . . jazz . . . jazz."

So claims Cole Porter. But whether Timex' *All-Star Jazz Show* on NBC-TV was that or a jazzed-up version of what transpired on the stage of New York's Paramount Theatre in the late 1930s is something that remains to be seen and studied by the music critics. The talent was rife and individual performances superb, but here is one case where the whole cannot be judged solely on the quality of its parts.

SOFT SELL?

RCA last week found itself in the position of buying an ad to praise the "triumph" of a CBS-TV program. Actually, it was RCA Victor, and the ad was for a record album of the soundtrack of the *See It Now* show covering singer Marian Anderson's tour of the Far East. "Her tv triumph of last night . . . yours to enjoy today, and always, on RCA Victor records," the copy ran. The "triumph" was scored last Monday night against a special jazz program on RCA's NBC-TV. CBS-TV spokesmen said the album was recorded by RCA Victor rather than Columbia records because Miss Anderson is under contract to RCA Victor.

The Timex extravaganza was all live. Most of it was staged in Manhattan's Ziegfeld Theatre and a remote pickup was fed out of Chicago's Blue Note cafe—one of the nation's last refuges of good jazz. It was a swinging hour but it wasn't good television.

This medium has yet to recognize jazz for what it is—the expression of deeply-rooted human emotions through the use of musical instruments. It is not something that can be trained to perform according to schedule nor turned on and off like a spigot. On Dec. 1, CBS-TV's *The Seven Lively Arts* presented tv's first serious continuous excursion into the world of jazz, previous *Omnibus* programs notwithstanding. Overly-stylized—the emphasis was on the bordello, the drooping cigarette and sweat-stained shirts—the CBS-TV program still came much closer to showing the guts of pure jazz than that on NBC-TV last week. For one thing, it didn't roam aimlessly from Dixie to bop to *avant-garde*. For another, CBS-TV's John Crosby said little whereas NBC-TV's Steve Allen talked too much.

For jazz to run its course it should remain uninterrupted and unobstructed. As Leonard Bernstein pointed out on tv in 1956, jazz is basically an art of improvisation that should be left alone. It becomes decidedly square when someone starts waving a baton.

A commercial note: One questions the wisdom of having John Cameron Swayze—no cool pitchman—stuffily tout the virtues of Timex. His sonorous, unrelaxed sell was out of tune with the program format.

Production costs: Approximately $200,000.

Sponsored by U. S. Time Corp. through Peck Adv., both N. Y., on NBC-TV, Dec. 30, 10-11 p.m.

Production conceived by Larry White and Sylvan Taplinger; producer: Mr. White; director: Dwight Hemion; writer: George T. Simon; musical integration: Eddie Safranski; m. c.: Steve Allen; principals: Louis Armstrong, Jack Teagarden, Dave Brubeck Quartet, Gene Krupa, Cozy Cole, June Christy, Carmen McCrea, Duke Ellington Orch., Woody Herman Orch., Charlie Ventura, "Peanuts" Hucko, Arvell Shaw and Marty Napoleon.

AFTER ALL'S SAID AND DONE

WJBK-TV

CHANNEL 2 DETROIT

IS STILL No. 1 IN FLINT

Just a few days ago, in December, 1957, ARB released the first truly comprehensive television audience report for the Flint area (58 airline miles from downtown Detroit). In light of varied and confusing trade advertising concerning that area (complete with "facts" concerning almost everything except the basic ingredient of AUDIENCE), we respectfully call your attention to the fact that our Detroit Channel 2 outlet is still No. 1 in Flint area viewing, with more overall viewing than all the non-Detroit stations combined, just as it is tops in Detroit.

Flint is but one of several important out-state areas so covered by WJBK-TV, proving again that the wise buy is the station that saturates where buying power concentrates—with maximum power of 100,000 watts, 1,057-foot tower, and with complete facilities for local programming in full color. Basic CBS.

Represented by
THE KATZ AGENCY, INC.

A STORER STATION

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N. Y.
230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

ARB
Reports FLINT AUDIENCE
SIGN ON TO SIGN OFF
(Nov., 1957; Released Dec., 1957)

WJBK-TV CHANNEL 2 DETROIT	**33.0**
STATION B DETROIT	**31.2**
STATION C BAY CITY	**17.7**
STATION D LANSING	**8.3**
STATION E DETROIT	**6.9**
All Others	**3.8**

Report at Year's

s End

1957 was a dynamic year for television. There are now three and a half million more television homes than last year. More people are spending more time watching television than a year ago. And the three networks' share of audience has increased over 1956, while the independent stations' declined.

1957 also saw an unprecedented shift of audience among networks, with NBC emerging as the Number One network daytime and advancing into a virtual stand-off for the Number One nighttime position.

During the day NBC leads the second network by 6%. This is an audience increase of 30% over last year for NBC while the second network has declined 11%.

At night NBC's average audience has jumped 10% in twelve months while the other network's has *dropped* 10%.
In terms of nighttime half-hour wins NBC and its major competition are now tied with 21 apiece.

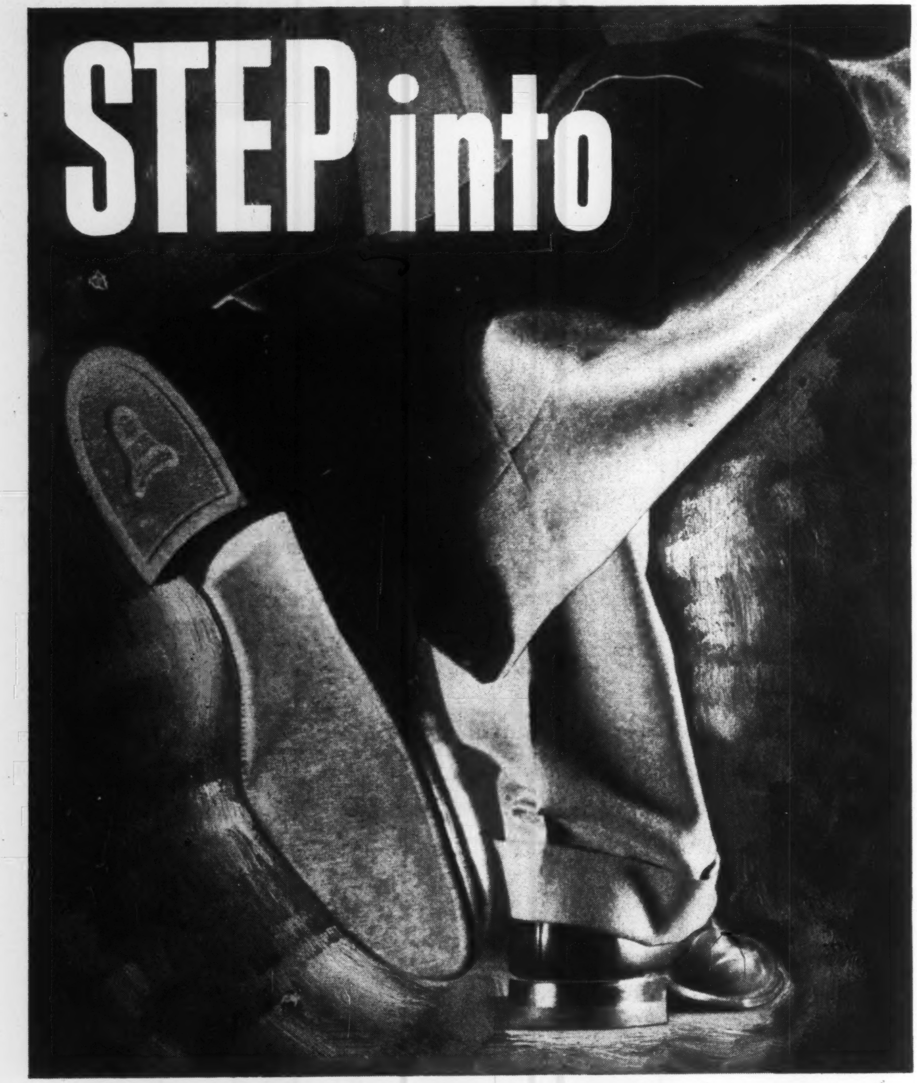
In the completely reprogrammed 7:30-8:00 PM (NYT) Monday-Friday strip, NBC's audience is 71% greater than a year ago.

These gains are naturally reflected in NBC's business ledger. Sponsored time and gross network billings are the highest ever recorded by the network.

While advancing in audience and sales, NBC also won more awards for distinguished programs than any other network. During 1957 it gave America its most talked about productions—television classics like Green Pastures, Pinocchio, the General Motors Fiftieth Anniversary Show and Mary Martin's Annie Get Your Gun. NBC also offered the nation's educational television stations their first live network programming.

By all yardsticks of leadership, 1957 was a year of substantial progress for the **NBC**
Television Network

Source: Nielsen Television Index.



226,725 TV HOMES*

JACKSON, MISSISSIPPI

When you walk into the lives of 1,452,800 people, you walk into greater profits. These families have an average effective buying income of $5,735.** They're in a sales-lively market rich in growth potential, where retail sales have increased a whopping 125% in ten years and where buying power is up 40%! Only two great TV stations in Mississippi's capital city reach this market. Why stay on the outside? The best door in the world is open to you.

**Television Magazine* **Sales Management 1957 Survey of Buying Power*

MISSISSIPPI IS SOLD ON TELEVISION

WLBT
CHANNEL 3
HOLLINGBERY

WJTV
CHANNEL 12
KATZ

OPEN MIKE

The Grey Matter

EDITOR:

We appreciate very much the objective manner in which you covered *l'affaire* Kolynos [LEAD STORY, Dec. 16, 1957]. We are especially grateful for the thoroughness of your research and writing since you had very little time to put this together.

Christopher Cross
Vice President
Grey Adv., New York

Alarm, Then Nausea

EDITOR:

Your Dec. 23 "Brighter Day" editorial is splendid. (The only possible fault I ever found with this page is that it has caused me habitually to start reading BROADCASTING from back to front.)

I agree that "Jingle Bell Rock" should not cause viewing Christmas with alarm. However, on Christmas Eve I did hear something on my car radio which alarmed the hell out of me—just before nausea set in: An automobile commercial was read to the background accompaniment of "Come All Ye Faithful."

Am I wrong in thinking that all of us who believe in and depend upon advertising and its media must suffer from such minor, but quite virulent demonstrations of stupidly bad taste?

S. M. Armstrong, Adv. Dir.
National Radio Institute
Washington, D. C.

A Sound Success

EDITOR:

. . . Regarding "Stereophonic Sound" [ADVERTISERS & AGENCIES, Dec. 23, 1957] . . . KCSJ-AM-TV tried this on Christmas Eve, and I must report it as a complete success. The program was titled *Sounds of Christmas* and was sponsored by Broome Bros., hi-fi and stereo dealers in Pueblo. This is now on a 13-week contract for a half-hour each Sunday afternoon.

The quality was not true "hi-fi," but with the stereophonic effect it was considerably better than that which the majority of our listeners are accustomed to hearing.

Marion L. Cunningham
Dir., Engineering and Production
KCSJ-AM-TV Pueblo, Colo.

Calmness or Chaos?

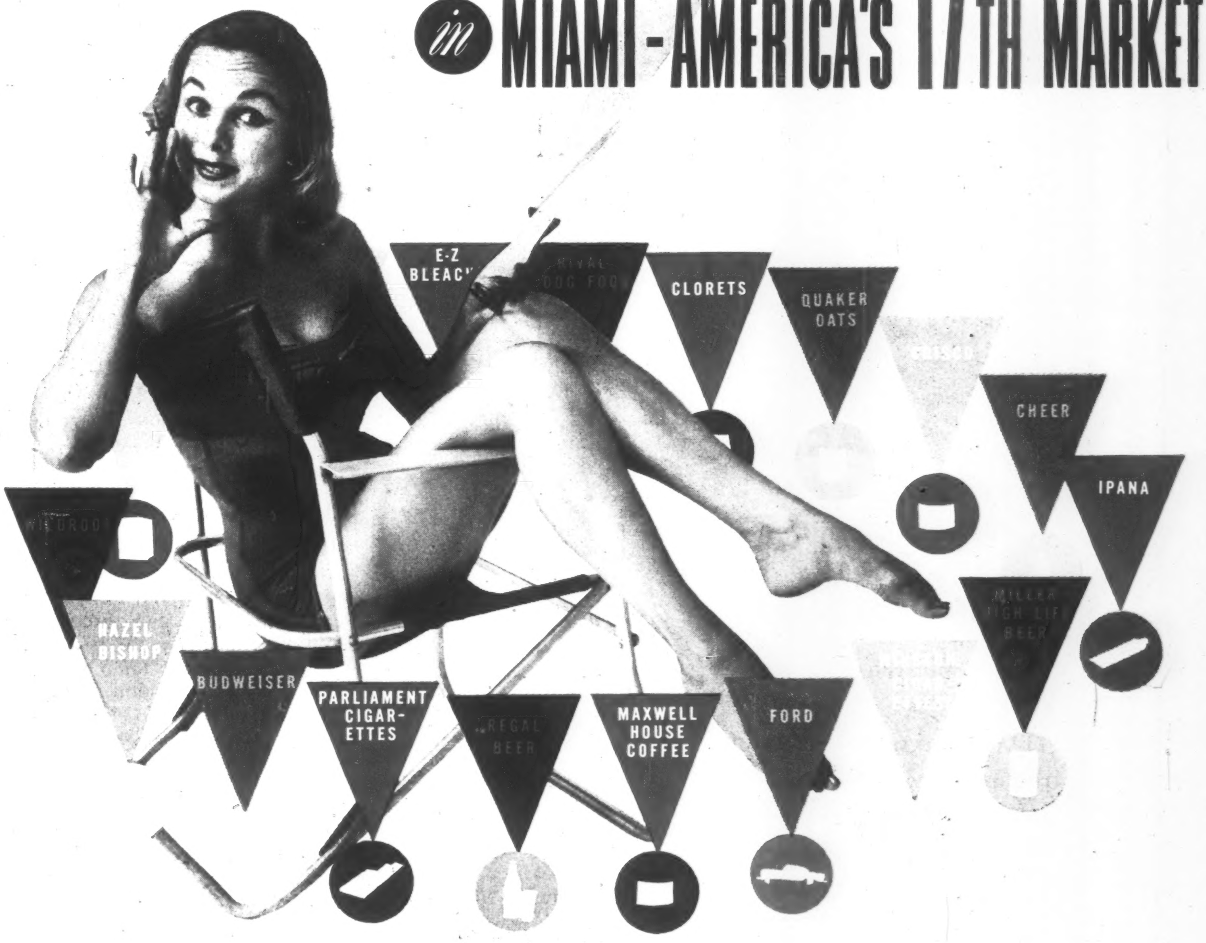
EDITOR:

Your editorial "Is Conelrad Obsolete?" in the Dec. 16 issue made me very happy. I have never been able to convince myself that our enemy will ever aim military hardware by means of homing on broadcast stations. Also, I believe the Air Force has completely overlooked the horrible panic which I feel would take place in this country if the public suddenly found that favorite broadcast stations have gone off the air and a strange new voice from Civil Defense Control Center is attempting to inform and control the population—if in the excitement the population managed to retune receivers to the Conelrad frequency.

There are too many complexities in Conel-

W“PST *look at who's keeping us company*

in MIAMI-AMERICA'S 17TH MARKET”


E-Z BLEAC
RIVAL DOG FOO
CLORETS
QUAKER OATS
CHEER
IPANA
WILDROO
HAZEL BISHOP
BUDWEISER
PARLIAMENT CIGAR-ETTES
REGAL BEER
MAXWELL HOUSE COFFEE
FORD
MILLER HIGH LIFE BEER

...**BECAUSE THEY KNOW** *channel 10's on top!*

TEN'S ON TOP — *Right! On top of* **1,329,000** *people, representing* **407,700** *families and* **357,555** *TV homes.**

TEN'S ON TOP — *Right! On top of more than 3½ million tourists who visit South Florida and Miami every year. So when you show it on* **WPST-TV** *you show it to the World!*

**Source—Television Magazine*

WPST TV

CHANNEL 10 WPST TV

ABC NETWORK

Public Service Television, Miami, Fla.
Represented Nationally by Edward Petry & Co.

50,000 WATT REACH

Makes it easy to score in the GREATER Salt Lake Market

Big KSL Radio stretches out to reach an audience of over 1,311,000* spectators in the metropolitan areas as well as the thousands of cities and towns which make up the greater Salt Lake Market. So join the team now that plays for all of this big, booming 111 county market . . .then sit back and watch your client score points with this great audience.

Get on the Big "K" team

KSL RADIO

50,000 WATTS

CBS for the Mountain West
Represented by CBS radio spot sales

**NCS 1956 Basic Service Area*

rad to expect a badly frightened public to react according to a well laid out plan. I am sure that the broadcasters themselves, with the assistance of Civil Defense, will be able to do a much better job of controlling the population in time of attack by staying on the air on the regularly assigned channels and using the same voices that the people have learned to identify.

I feel sure that Conelrad would cause the very panic the enemy would like very much to create in event of attack.

Frank A. Dieringer
Chief Engineer
WFMJ-AM-TV Youngstown, Ohio

By Any Other Name

EDITOR:

I'd like to correct one point about our agency in your generally excellent run-down on ad agency broadcast expenditures [LEAD STORY, Nov. 25].

The error is, I suppose, semantic: Edward H. Weiss & Co. did not, as you said, make its debut among the top 50 broadcast agencies this year [1957]. What it did was to change its name from Weiss & Geller, under which name it had been in your listings for all of the last five or six years, except 1956. . . .

L. S. Botts
Public Relations Dir.
Edward H. Weiss & Co.
Chicago

On the Wrong Frequency

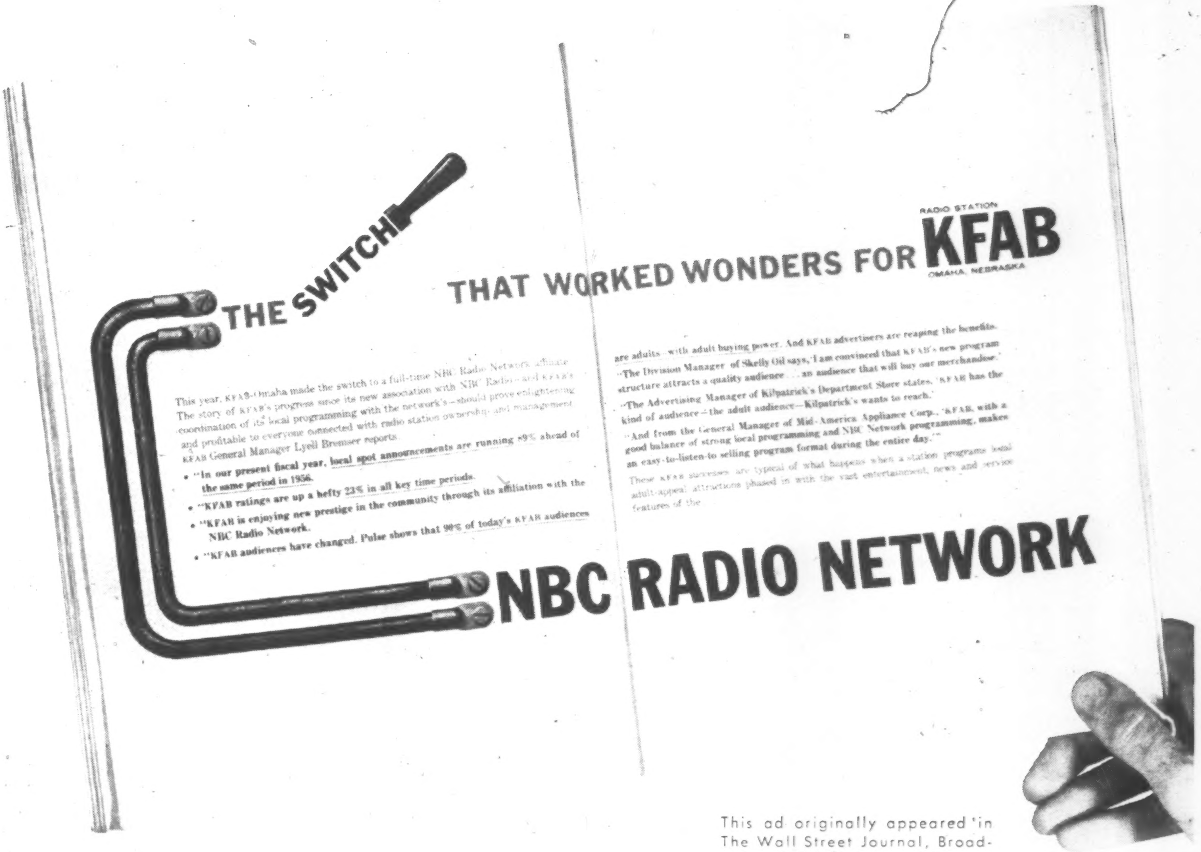
EDITOR:

In the Dec. 2 issue you stated in an article, "Broadcasters Rally to Hold Off Poachers in Tv, Fm Frequencies," that Motorola Inc. made the boldest suggestion when it said that 450-890 mc is "best-suited" for urban mobile communications. It was certainly not Motorola's intention to indicate that this band is better suited for urban mobile radio than it is for other purposes. Frequencies below 450 mc are probably better suited for urban mobile radio than frequencies above.

I believe your reporter has misinterpreted a statement in our filing. In our filing we describe the propagation characteristics of the radio spectrum from 25 to 890 mc as related to the land-mobile services. We characterized the frequencies in the 25-50 mc band, the 150 mc band and the frequencies above 450 mc. In making this characterization we state that frequencies in the 25-50 mc band are suited for wide-area rural coverage, in the 150 mc band for the medium-range coverage in both urban and suburban areas and those in the 450-890 mc band are best suited for short-range coverage in urban areas. This whole statement indicates that of the uses to which the various bands can be put, the best use for the 450-890 mc band for *land-mobile purposes* would be urban mobile radio.

If our statement has created an incorrect impression, we hope that this impression is now clarified.

Arthur L. Reese, V. P.
Motorola Inc.
Chicago



RADIO STATION

THE SWITCH THAT WORKED WONDERS FOR KFAB

OMAHA, NEBRASKA

This year, KFAB-Omaha made the switch to a full-time NBC Radio Network affiliate. The story of KFAB's progress since its new association with NBC Radio—and KFAB's coordination of its local programming with the network's—should prove enlightening and profitable to everyone connected with radio station ownership and management. KFAB General Manager Lyell Bremser reports:

- "In our present fiscal year, local spot announcements are running 89% ahead of the same period in 1956.
- "KFAB ratings are up a hefty 23% in all key time periods.
- "KFAB is enjoying new prestige in the community through its affiliation with the NBC Radio Network.
- "KFAB audiences have changed. Pulse shows that 90% of today's KFAB audiences are adults—with adult buying power. And KFAB advertisers are reaping the benefits.

"The Division Manager of Skelly Oil says, 'I am convinced that KFAB's new program structure attracts a quality audience . . . an audience that will buy our merchandise.'

"The Advertising Manager of Kilpatrick's Department Store states, 'KFAB has the kind of audience—the adult audience—Kilpatrick's wants to reach.'

"And from the General Manager of Mid-America Appliance Corp., 'KFAB, with a good balance of strong local programming and NBC Network programming, makes an easy-to-listen-to selling program format during the entire day.'"

These KFAB successes are typical of what happens when a station programs local adult-appeal attractions phased in with the vast entertainment, news and service features of the

NBC RADIO NETWORK

This ad originally appeared in The Wall Street Journal, Broadcasting & Telecasting, and Sponsor.

Thanks, NBC...

Your ad in The Wall Street Journal, Broadcasting & Telecasting, and Sponsor so adequately told our story.

We're proud of our affiliation with NBC...and we're proud of the facts you brought out in the ad...facts like:

... a 23% audience rating increase in key time periods!
... that 90% of today's KFAB audiences are adults!

Like you say, NBC, KFAB is on the move and producing big results for advertisers daily...and doing it for a lower cost-per-thousand than any other Omaha station.

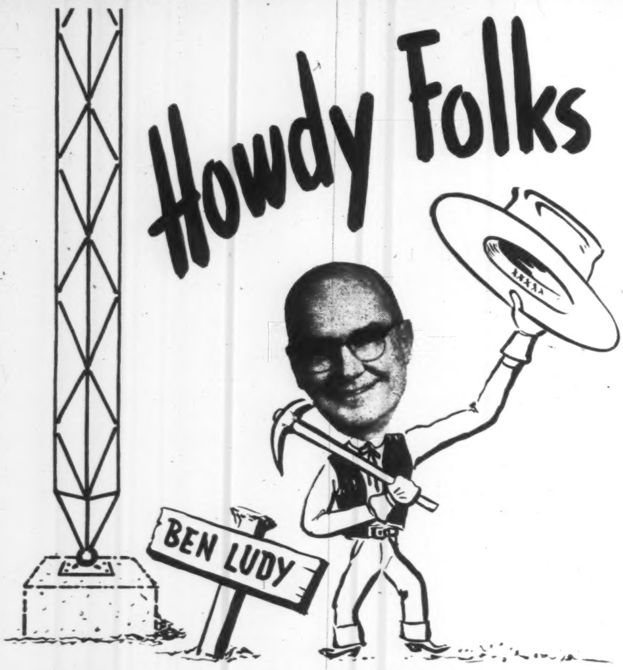
Get more facts from Petry—or from KFAB's General Sales Manager, E. R. Morrison.

KFAB OMAHA

BASIC NBC 50,000 WATTS

Affiliated with COLOR TELEVISION CENTER KMTV

Represented by EDWARD PETRY & CO., INC.



I've Staked a Claim in Texas

To my friends over the country, I am mighty proud to announce our purchase of Radio Station KWFT, Wichita Falls, Texas.

I have wanted this station for twenty years. Its 5KW coverage is a phenomenon of the industry. KWFT has one of the choicest locations in the nation—probably *THE* choicest—with respect to ground conductivity. This, with 620 frequency, gives us a ½ MV radius averaging 250 miles . . . in the rich Southwest.

You'll be hearing more from me—plenty more! In the meantime, keep me in mind, won't you?

Ben Ludy

President and General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

KWFT

Call Your H-R Man

620 kc -- Wichita Falls, Texas

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING	$7.00
☐ 52 weekly issues and Yearbook Number	11.00
☐ Enclosed	☐ Bill

name ____________________ title/position*

company name ____________________

address ____________________

city ____________________ zone ________ state ________

Please send to home address ——

*Occupation Required

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BROADCASTING* TELECASTING

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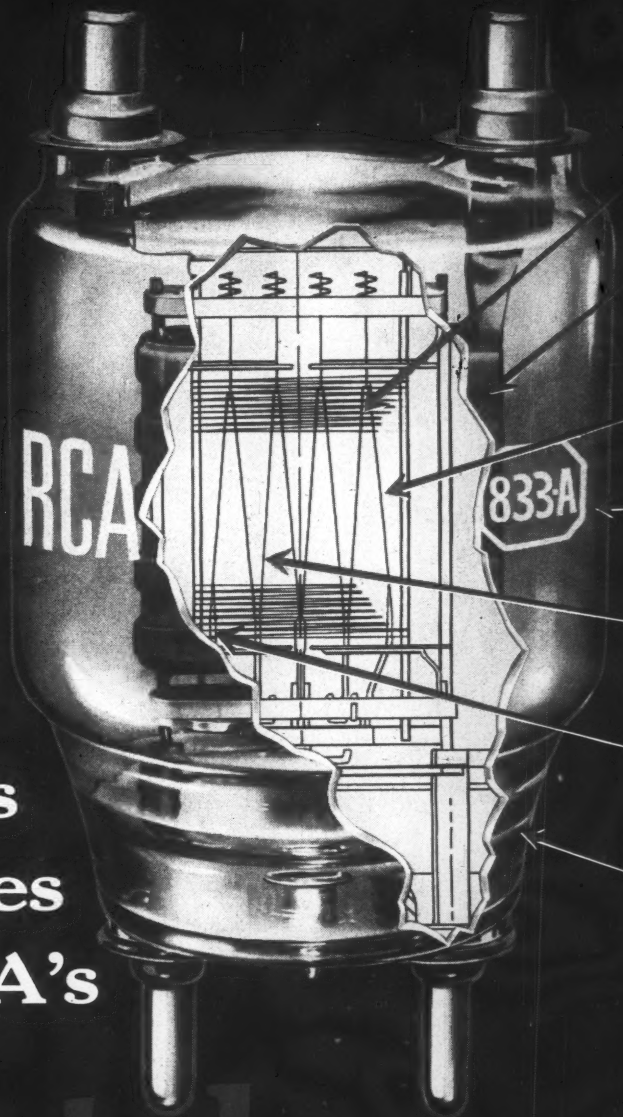
It's constant attention to little details that makes RCA-833-A's last longer



[illegible] ...Zirconium-sprayed to minimize grid emission.

PLATE ..."electron-scrubbed" to remove minute traces of gas, from the plate, and zirconium-coated to help maintain superior vacuum and provide greater heat radiation.

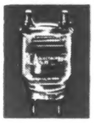
FILAMENT ..."double-flashed" for high emission reserve, longer life.

BULB ...special hard glass featuring extra low power losses.

FILAMENT ..."double-flashed" for high emission reserve, longer life.

GRID AND PLATE ...vacuum-fired to reduce gas evolution during tube life.

ENTIRE TUBE ...spot-knocked at tens of thousands of volts to provide high dc resistance, and thus low leakage between terminals.



Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure: every one pays off for you in lower tube cost per hour of transmitter operation. A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

MILK

Strike which would cut off New York's milk supply is covered by exclusive interviews with adamant labor and management officials.

MODERN

Jazz as explained by high priest of the cool sect, Dave Brubeck. Other music luminaries interviewed: Horne, Handy and Lombardo.

MISSING

A Long Island family laments the loss of its pet penguin. "This Is New York" helps find her. Reward: pet penguin bites announcer Dugan.

MARILYN

More talked about than talking, she gives rare, on-air appraisal of Actors' Studio, her cooking and her ambition to play role of Grushenka.

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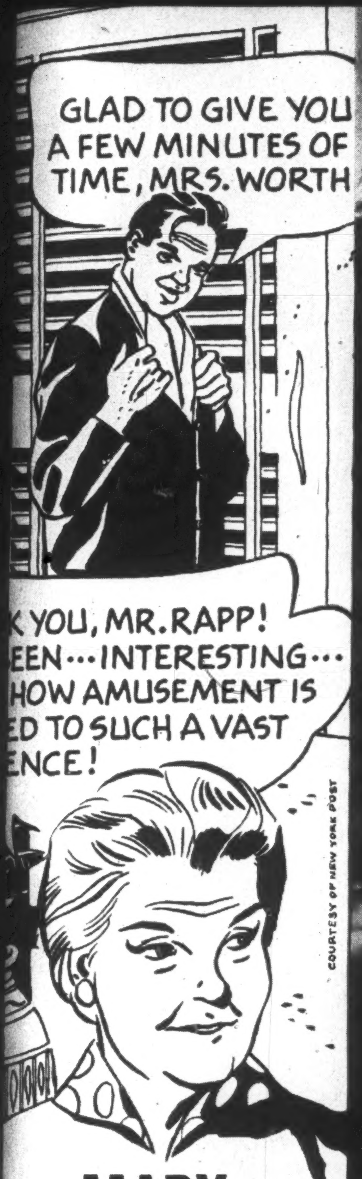

GLAD TO GIVE YOU A FEW MINUTES OF TIME, MRS. WORTH
K YOU, MR. RAPP! EEN... INTERESTING... HOW AMUSEMENT IS ED TO SUCH A VAST ENCE!
COURTESY OF NEW YORK POST

MARY

Al Capp talks about the lampooning of "Li'l Abner," by rival comic "Mary Worth." Capp counterattacks, pictures little lady as "Mrs. Worm."

MOTORMAN

On-the-spot coverage of Bronx subway crash, including tapes of emergency amputation allowing motorman to be freed from his cab.

MEYNER

On day of his re-election as New Jersey Governor he tells "This Is New York" he is "pleased, not surprised" by his nationally-significant victory.

PLAYBOY
ENTERTAINMENT FOR MEN
PLAYBOY'S YACHT PARTY
PLAYBOY
ENTERTAINMENT FOR MEN
PLAYBOY
ENTERTAINMENT FOR MEN
ABOUT POKER FROM STUD TO STRIP
PLAYBOY

MAGAZINES

A five-report series on Cheesecake magazines. Hugh Hefner says his "Playgirls" are average young ladies, flattered to pose "au naturel."

’ON WCBS RADIO...

MONDAY THRU FRIDAY
9:30-10:30 PM

Reporters Jim McKay and Dave Dugan attack New York's news stories with vigor and excitement. They can do the same for your sales stories. When they do, you'll get audience attention, faith and response.

Represented by CBS Radio Spot Sales

WILS

the key station in

MICHIGAN'S*

MIGHTY MIDDLE MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Jack Elmer Krueger

THE uphill fight to overturn traditional barriers and win further stature for electronic newsmen may well be epitomized in the nature of the man they elected their organization president for 1958.

In synthesizing efforts for better reporting standards and more recognition at management, government and public levels, news as a respectable profession and highly salable commodity gains sharper impetus as a much-desired goal within the 500-member Radio-Television News Directors Assn.

Jack Krueger, news editor of WTMJ-AM-TV Milwaukee, seems to have achieved his association's objectives at the *Milwaukee Journal* stations, perhaps exemplifying his own working philosophy that "if you're a gentleman in this business, you can get cooperation almost anyplace." He is credited by colleagues with this quality, plus the meticulous trait of stick-to-itiveness (typified by the familiar furrowed brow) and a firm grasp of what makes a station news operation tick. At WTMJ-AM-TV, news pays its own way in terms of economics and listener-viewer acceptance, according to George Comte, manager of radio-tv for The Journal Co.

Mr. Krueger inherited the RTNDA reins of responsibility, for mounting the attack on the American Bar Assn.'s Canon 35 and other barriers, from Ted Koop, CBS Washington, at the newsmen's annual convention [AT DEADLINE, TRADE ASSNS., Nov. 11, 1957].

Bespectacled, mild-mannered Jack Elmer Krueger pronounced Kree-ger) is a native Milwaukeean and veteran *Journal*-man at 43 (born Dec. 2, 1914). He chose journalism on the advice of a counselor who noted he didn't have enough mathematics to pursue architecture. Young Mr. Krueger attended A. E. Kagel grade and South Division high schools, enrolling in 1933 at the U. of Wisconsin in Madison. He was graduated in 1937 with a BA in journalism which included an advertising sequence.

He labored in the traditional vineyards—as copyboy while still in school for the southside community *Milwaukee Times* (1933-34) and later, during summer months, for the *Journal* (1935-36). (At the *Times* he served as the 19-year-old editor during the vacationing absence of the publisher.) In April 1937 he resigned to join the *Journal* staff, handling general reporting and police assignments. In 1938 he moved to the *Journal's* two-man radio desk, thus inching into the WTMJ operation. He has been news editor for the past 15 years (and of the combined broadcast news operation since WTMJ-TV started telecasting Dec. 3, 1947).

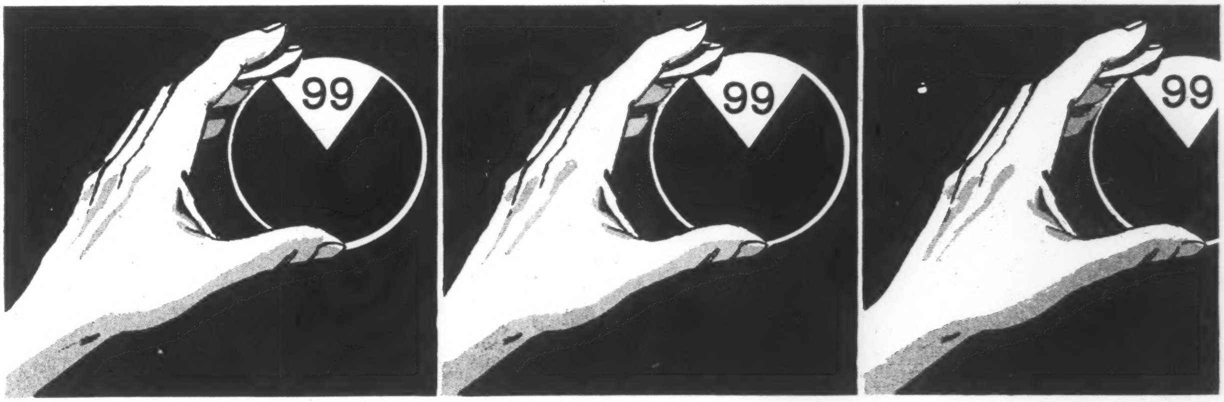
Today the news department operates with relative autonomy from management within the strict standards of The Journal Co. Mr. Krueger supervises a seven-man crew (which rewrites all *Journal* or wire service stories), aided by the *Journal's* desk and legmen. (The *Journal* supplies stills and two outside companies provide film.)

MR. Krueger claims audience acceptability for this schedule over the years (15-minute formats are used on radio at the luncheon, dinner and late evening hours) and sponsor salability (a dozen or more have stuck with WTMJ radio for several years). He visualizes news as primarily "informing people. . . . We don't editorialize or play up our newsmen. Nor do we use tapes and film merely for the sake of using them. We have found that film stories take more time to tell, but each tv station must operate with a combination to determine the most suitable balance, taking into consideration the economic and competitive factors. Competition, the greatest working factor against a 'magic formula,' militates against standardization." (WTMJ-TV was among the first U. S. stations to use color film, the first with sound on spot news color film and the first to shoot film for news in Milwaukee.)

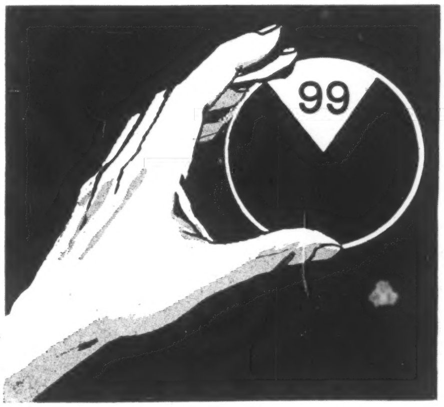
As RTNDA president, Mr. Krueger intends to follow through on Mr. Koop's accomplishments in membership increases and will appoint a special committee to emphasize station cooperation in the exchange of news dissemination methods among RTNDA members.

Mr. Krueger holds distinguished achievement awards for the "outstanding news story televised" (a court access trial) and outstanding tv news operation from RTNDA-Medill School of Journalism (Northwestern U.) in 1956 and distinguished service awards for radio reporting from Sigma Delta Chi (1946 and 1950), including a special citation. He is president of Wisconsin Associated Press Radio-Television Assn.; past board member of AP Radio-Television Assn.; past president of the SDX Milwaukee professional chapter; president of the undergraduate chapter of Alpha Delta Sigma, professional advertising fraternity (he wears advertising and journalism watch fobs), and board member of the Milwaukee Alumni Chapter. He also belongs to Sigma Phi Epsilon (social) and the Milwaukee Press Club.

His hobbies are golf, amateur theatre, painting, bridge and bowling. He and his wife (former June Hilgendorf, whom he married in 1940), have a son, Reynold, 15.



Today, almost 3 radios are tuned to "Radio 99" (WIBG, Philadelphia)



for every 1

tuned to it just a year ago!

WIBG

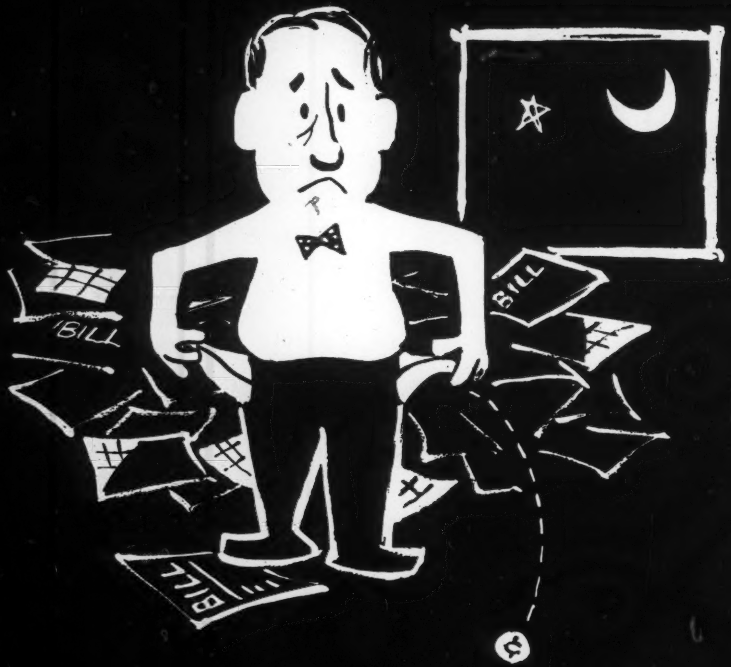
A STORER STATION
RADIO 99
99 ON YOUR DIAL

Hooper figures for October-November 1957 show "Radio 99" with a 13.8% share of audience (Monday-Friday, 7 AM-6 PM). This represents a 187.5% increase over the last report!

Under the dynamic leadership of Storer Broadcasting Company, WIBG has added new shows, new personalities, new ideas. The result: "Radio 99" is now among the *top three* stations in Philadelphia—a *must* to cover the fantastically growing Delaware Valley market.

Your best time to get the facts is right now.

Represented nationally by The Katz Agency, Inc.



ANOTHER FABLE OF PROFITS*

(And We Do Mean Net)*

ONCE UPON A TIME there was a station owner who was worried! On Twelfth Night the market was off, his business projections were down, and his mail contained nothing but Christmas bills, bills, bills.

That cold dismal night, he met the friendly Bolling man who warmed the cockles of his heart by showing him that when goods and services really need hard sell, the "fat" institutional advertising money can be channeled into hard hitting, get-the-job-done, *spot.*

Today, with the aid of his new friend, he is happy and assured that Christmas will be celebrated this year, too!

The moral of this story is . . . It's darkest just before the dawn.

**Net Next St. Nick Now With Us.*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 1 JANUARY 6, 1958

BARROW REPORT DRAWS FIRST BLOOD

- **FCC challenges networks, stations on affiliation practices**
- **Edward Petry appears in unaccustomed role of network defender**

Television networks and affiliates had a giant-sized New Year baby on their hands last week. It was a simple inquiry from the FCC about certain practices unearthed by members of the Network Study Staff during its two-year-long $221,000 investigation of television network activities.

In essence the FCC said that the staff headed by U. of Cincinnati Law School Dean Roscoe L. Barrow had made certain allegations of violations of existing Chain Broadcasting Rules in its two-volume, 1,300-page report issued last October [LEAD STORY, Oct. 23], and what about them?

The networks and about 25 stations were asked to respond by Jan. 19.

In the meantime, the FCC prepared to continue its study of the ponderous Barrow Report today and tomorrow. This will be the third and fourth briefing session under the tutelage of Dean Barrow and members of his staff now organized as the Office of Network Study under Harold G. Cowgill, chief of the Broadcast Bureau.

A stout defense of network option time came from an unexpected, but outstanding practical broadcast businessman last week—Edward Petry of Edward Petry & Co. Inc., station representative firm. Network option time, Mr. Petry said, is an essential requirement for a strong network lineup, which in turn is required for a strong station. Although Mr. Petry specializes in spot sales for his client stations—in opposition to network time—he made it clear that he was interested in seeing that his clients have strong stations. Without strong network programming, he declared, stations would not be the good buys they are for spot sales. The abolition of option time is one of the strongest recommendations by the Barrow group.

In its deliberations on the Barrow Report there are indications that the Commission may invite comments from all interested parties rather than institute separate rule-making proceedings in each of a number of separate areas. This action, it is thought, may come within the next few weeks. The apparently tentative decision to call for comments as opposed to rule making is based, it is understood, on the fact that rule making carries the connotation of implied approval and the FCC does not want this at this time.

It is believed that if and when the Commission issues a general invitation for comments on all aspects of the Barrow Report it would permit 90 days for submission of comments. Presumably there would then be a form of oral argument, after which the Commission might consider drafting new rules, or enter into formal rule-making proceedings.

Reaction to the FCC's letters of inquiry was definitely nil at the end of last week. All three networks refused not only to comment but even to discuss the matter off the record.

It was understood that the FCC had notified both Sen. Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and Rep. Emanuel Celler (D-N. Y.) of the House Judiciary Committee that it was still in the middle of its Barrow Report study. Both committees had asked for a status report 90 days after the Barrow study was issued.

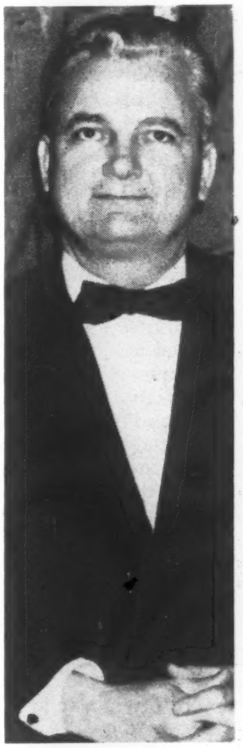
FCC PICKS UP THE BALL

The cheery holiday trappings have long since departed the templed premises of the three television networks—but one Christmas greeting has remained to haunt ABC, CBS, and NBC. It is a simple letter of inquiry from the FCC to each of the networks asking them to account for certain practices unearthed by the Barrow staff in its network study [CLOSED CIRCUIT, Dec. 30].

The basis for the Commission's questions—sent to the networks Dec. 20—was the several instances cited in Dean Roscoe L. Barrow's two-volume, 1,300-page report on purported violations of existing chain broadcast rules, as well as other alleged infractions of present regulations which the Network Study staff discovered in its spot check of network documents and papers during its two-year investigation.

The FCC allusions, it is understood, in essence imply that:

- Networks forced affiliates to revise national spot rates to make them conform to network rates.



DEAN BARROW

- Primary affiliates used their influence with the networks to keep programs they were not carrying from being used by other stations.
- The question of affiliation with other stations in communities adjacent to larger markets where a network had a key affiliate was conditioned in many instances on the agreement of the key affiliate.
- Networks used the lever of rate increases to force affiliates to acquiesce in clearances.

The FCC's letter to all three networks—and to some 25 stations—set forth the purported infractions and asked whether the information was correct, whether the network or the stations wished to comment, and whether the practice has continued.

Involved are potential violations of Sec. 3.658 (a), (b) and (h). These concern the relations of stations with networks regarding program exclusivity, rate increases, territorial exclusivity and network control of a station's non-network rates.

Responses to the Commission's letter were asked in 30 days.

Although inquiries were also directed to 25 stations, it was understood that almost 90 individual stations were involved in one way or another in some of the cited examples of implied infractions. The first inquiries were sent, however, only to those stations whose licenses were up for renewal in January and February.

Should the subject still be under investigation as other station renewal applications come in, it is expected some of these too will receive a letter of investigation.

There is some thought, however, among industry representatives and FCC officials, that the matters may be clarified and explained satisfactorily before the next group of station renewals are submitted.

Commission sources emphasized that the letters were not to be construed as charges of violations on the part of networks or stations.

Rather, it was declared, this is the routine method the FCC uses in handling any complaint—it sends the information to the station or network and asks for comments. Then, if the response is unsatisfactory, regular proceedings are instituted. Otherwise the matter is dropped.

The suspected activities were, it is understood, in many instances cited in the two-volume, 1,300-page Barrow Report.

Specifically, the FCC used the information uncovered by the Barrow investigators as the basis for the letters of inquiry to the networks and stations.

The Barrow Report was replete with examples of ostensible pressures by the networks on affiliates—and in some cases of affiliate's pressures on a network in order to protect its position.

All of the illustrations are contained in Chapters V and VII of the Barrow Report.

The first example in Chapter V is the question of affiliation and "overshadowed" markets. Where a market is completely overshadowed by an affiliate, the Barrow Report made no charges in relation to the fact that the affiliate might object to the network affiliating with another station in the overshadowed area.

But, where another area is partially overshadowed the Barrow staff found, according to its report, some evidence of primary affiliates vigorously opposing an affiliation to a station in the secondary area.

One instance, cited in the Barrow Report concerned an affiliate objecting "even where the proposed new affiliate was separated by 85 miles and by mountainous terrain." In another instance, the report noted, a network station relations official in a memorandum to the network president suggesting that consideration be given to affiliating with a station in a particular market added that a key affiliate in another community "'wouldn't like such overlap a little but maybe under the circumstances it's the thing to be done at the proper time for the good' of the network."

The Barrow document also referred to a staff memo drawn up to give a network "'ammunition' to argue with an important affiliate in respect to the network's plan to affiliate with a station in another community, but which was partially within the first affiliate's service area."

It also quoted a letter sent by a network official to a station attempting to block the network's plan to affiliate with a station in a nearby area. The gist of the letter was the network's avowal that it was happy with its relationship with the present affiliation status and that "if the adding of ——— would place this relationship in jeopardy, then we wouldn't do anything without coming to you first. . . ."

In another instance, the Network Study staff referred to an attempt by a regular affiliate in one community threatening to refuse to run any program which was also run by a prospective affiliate in a nearby community. This led the network to tell the prospective affiliate that it could have access only to those programs not carried by the regular affiliate, according to the Barrow staff. There was a happy ending to this item; a footnote in the Barrow Report indicated that apparently the network was able to persuade the regular affiliate to withdraw its opposition since a regular affiliation untimely was granted to the second station.

These activities, if true, the Barrow Report noted, violated Sec. 3.658(b) which prohibits a network from entering into any agreement with one affiliate regarding affiliation with a station in another community.

On the question of network pressures to insure clearances for its program, the Barrow study cited a CBS practice "to exact a promise from potential affiliates in some of these markets that they will operate as 'primary' affiliates, granting CBS the bulk of their clearances." In another citation, the document referred to a CBS station relations statement to a potential applicant (then in hearing with others for a contested channel in a key tv market) that the network would be "'interested in talking only on the basis of primary affiliation.'" The applicant had said that he planned to use the best programs of other networks as well, since he would be the only vhf in this important market.

A third example of the primary affiliation principle by CBS was the quotation in the Barrow Report of an interoffice memorandum which referred to a telephone call between an unidentified CBS official and the grantee of a vhf channel in an unnamed city. In this the writer indicated that he explained to the new tv grantee that the only way CBS would be interested in affiliation would be on a primary basis, because "'We felt that because of past relationships between ——— and NBC that we would not want to play second fiddle to NBC in this instance.'"

In another case, involving a single vhf station city, a network station relations officer reported that "'——— has agreed that if we can come to satisfactory terms, ——— TV will become a full-fledged primary of CTD [Columbia Television Division], not as it is presently operating with part of a schedule from one network and the remainder from a second.'"

This practice contravenes Sec. 3.658(a),

PETRY DEFENDS TV OPTION TIME

A leading station representative went to the defense of networks last week in a charge that some of the Barrow Report's proposals could "seriously jeopardize the entire broadcasting structure."

Edward Petry of Edward Petry & Co., the original station representative, said in a statement prepared for release today (Monday) that "to hobble the networks through a further unwarranted, unnecessary and undesirable restriction of network option time would do a disservice to every person in the country now enjoying the wonders of television."

He made clear that he is speaking "as a competitor of the television networks."

"Since the final success of the Petry company is totally dependent upon our ability to place national advertising on the stations we represent, no one can be more directly concerned than we with any network practices which might injure our operation," he asserted. "Therefore, I feel that, both from experience and self-interest, I am qualified to state the importance to our operation of network option time. A strong station schedule with the proper allocation of time for network programs is the most valuable thing we have to sell to the national spot advertiser."

Moreover, he said, "I submit that the stations themselves recognize the importance of network option time in the maintenance of strong networks to help them serve the public interest in their communities." He said that "neither the stations nor the advertisers are opposed to the present network option time arrangement—and neither are we."

Mr. Petry also challenged the Barrow Report's conclusion that certain network practices have, together, restrained competition between network and national spot. "Speaking as a practical business man," he said, "I believe this conclusion is completely fallacious. It has been the lack of an adequate number of competitive television stations in the major markets of the country, more than any other single factor, that has restricted competition.

"As the FCC has permitted additional stations to commence operating, we have witnessed all the healthy aspects of vigorous American competition come into play. The development of a third major television network and independent sources of programming are far greater safeguards against undue restriction of competition than any government fiat.

"Although the allocation problem is far from solved, enough new stations have commenced operations for us already to note the effects of strenuous competition for the advertiser's dollar."

Mr. Petry also noted that the Barrow Report "suggests the possibility of control of rates." He continued: "This, in turn, has a close relationship to the national spot rates and the local rates of these stations. At best, any government intervention in the control of rates is dangerous."

The statement went on:

"The academic conclusions of well-meaning non-broadcasters can very well be overly influenced by the specious, but very vocal arguments of some small special-interest groups.

the Barrow staff noted. This forbids a station to bind itself to accept programs exclusively from one network.

The Barrow Report also cited several illustrations of networks conferring with affiliates about placing programs not cleared by the affiliate on another station in the same market or in another city.

It called attention to a CBS interoffice memo of July 13, 1956, stating that the network had notified an affiliate that it was seeking clearance from another station in the same community since the affiliate was not available for the program. This memo indicated, according to the Barrow staff, that the affiliate had given " 'his blessing' " to the network's action.

On another occasion, the Barrow Report indicated, CBS sent a letter to the same affiliate stating that " 'pursuant to our understanding' the network would offer the facilities of a station in a nearby community to the advertiser." The network assured its primary affiliate that the arrangement with the other station would be cancellable on 28-days' notice. This letter, according to the Barrow staff, also states, " 'This arrangement is made in recognition of the peculiar client problem in this critical area and is not a precedent for arrangements with respect to other' programs of the network."

NBC, the Network Study indicated, also advised a multiple owner that his "numerous cancellations of the network's afternoon shows might 'force us to look for other stations in his markets.' " The official also stated that he talked to the manager of another station in the same community about taking some daytime shows, but that the second station wanted a general agreement regarding the carrying of programs not cleared by the regular affiliate. The regular affiliate was aware of these conversations, the network official stated, and " 'he, of course, reminds us that any such move on our part would affect his station time clearances' in the several markets in which this multiple owner was located."

Another NBC memorandum was noted by the Barrow staff which described conversations with a key affiliate about placing a program on two sttaions in two communities within a 150-mile radius of the key affiliate's market. The writer of the memorandum, the Barrow Report noted, expressed "restrained optimism at the prospect of obtaining the affiliate's consent. . . ."

A further NBC interoffice memo cited in the Barrow document involved discussions with a key affiliate about placing a program with another station in the same community since the affiliate could not carry the show. "The station reminded the network representative 'that they had never cleared programs of any other network and would be very disturbed to see us do this.' " The network official, the Barrow Report quoted, recommended that " 'in view of this reaction, and the fact that the other stations in the market are carrying other commercial programs, that the network should not attempt to place the program on other stations.' "

These practices violate Sec. 3.658(b), regarding the provisions which prohibit a station from preventing or hindering another station in the same community from broadcasting a network program which it is not carrying itself, or from preventing the broadcast of a network program on a station in another community.

The most significant and extensive attack on network practices in the Barrow study was that devoted to the purported use by the networks of playing off requests by affiliates for rate increases against the subject of time clearances.

ABC, the Barrow document indicated, takes into account the extent to which an affiliate carries the full ABC schedule "in processing their requests for rate increases."

The Barrow Report also stated that "NBC has recently adopted a new type of circulation measure which has as one of its objectives to serve as a 'built-in incentive for stations to clear network programs.' "

More than 20 quotations from interoffice memoranda and letters from networks to affiliates—and in several instances *vice versa* —were included in the Barrow Report. Among the quotations were these:

"A network station relations official wrote on Feb. 5, 1954, in an inter-office memorandum: 'At the present time, we are receiving very good clearance from this station with the exception of two commercial programs, one of which is the Sunday 9:30 to 10:00 p.m. [Program A] which is blocked by [Network B program]. On Monday, 8:00 to 8:30 p.m. [Program B] is blocked by [Network B program]. As a condition to this rate increase, I recommend we exact live clearance from [this station] for these programs if we decide that live clearance will provide the shows with better ratings.' "

Another station relations official interoffice memo of April 21, 1952:

" 'Regarding the attached from [station]. In view of the fact that I have a lot of faith in [station manager] as far as clearing of time for us on [Station A], I'm not too much inclined to fight over his request for a $700 rate against the $650 rate that he has.' "

Or, again, in an interoffice memo to the head of a network television department in March 15, 1954: " 'Herewith a summary of our clearance difficulties, improvement of which is suggested as an incentive to network rate increase.' "

In Jan. 23, 1956, a station wrote to the

"I have no quarrel with the Barrow conclusions that there are some present network practices that can, and should, be corrected. But to cut the heart out of this vital network service is quite another thing.

"Proper government supervision is one thing, but an atmosphere of continued and, usually, uninformed harassment, accusation and investigation by various government offices is not the climate in which television, which is just 10 years old, can grow to its full, wonderful maturity. Whether it is from the point of view of education, entertainment or, above all, of national defense communications, any ill-advised action which would cripple the effectiveness of the networks would seriously jeopardize the entire broadcasting structure."

EDWARD PETRY

Mr. Petry said that "for over 30 years I have been actively engaged in the practical selling side of the broadcasting business. My initial experience was as a radio station salesman. For over 25 years my company, Edward Petry & Co. Inc., the original station representative, has sold time to national advertisers for radio and tv stations.

"I have worked closely with both the stations we have the privilege to represent, as well as with the networks with which they are affiliated.

"In participating in, as well as in observing the growth of broadcasting — first in radio and then in television—from its infancy to its present status as a major communications force, I have fully appreciated the complex nature of the business and the vital inter-relationship between a network and its affiliates.

"Through the stresses and conflicts of this growth period, there has emerged very clearly the vital role of network service. The station, the basic unit of broadcasting, could perform only a fraction of its vital service to its community without a strong and healthy network.

"Because of the importance of this network-station relationship, I am very concerned with recent developments in Washington. Specifically, I refer to the report of the Network Study Staff of the FCC, identified as the Barrow Report.

"A constant search for improved use of the public airwaves and their proper control is not only commendable, but also essential. However, an indiscriminate attack, which in my opinion would hobble, if not destroy, the keystone of our great broadcasting system, is a matter so serious that I feel I must speak up against such an unwarranted attack.

"Although there are some aspects of the Barrow Report with which I agree, I think it is appropriate at this point to confine myself to those sections relating to the role of the stations' national sales representative. . . .

"Let me stress that I speak as a practical businessman, not as a well-intentioned theorist. Proper and necessary regulation is not total control. . . ."

THE LETTER THAT STARTED IT ALL

The Dec. 20 letter that went to the networks and stations inquiring about certain examples of network practices quoted in the Barrow Report and which indicate on their unsubstantiated face violations of existing Chain Broadcast Rules was somewhat different for each recipient. In general it followed this form:

Attached are references to letters and documents, copies of which were obtained from your files by the Network Study Staff. These appear to raise a question that [name of network] and some of its affiliates have engaged in practices contrary to the provisions or purposes of the Commission's Chain Broadcasting Rules, specifically Sect. 3.658 (a), (b) and (h).

The Commission wishes a complete statement in respect to these matters. The originals of the documents are in your possession. The references are grouped in relation to the specific rules which may be involved.

1. Full statement of facts concerning each item, including substance of conversation between network and licensee concerning any understanding or agreement and the disposition of the matter.
2. Whether [name of network] has engaged or is currently engaged in activities similar to those indicated with other licensees.
3. Future plans and instructions, if any, to employes and information provided to affiliates or prospective affiliates.

An answer is requested in 30 days.

The letter was signed by Mary Jane Morris, secretary of the FCC.

station relations chief of a network, which included the following:

" 'On Monday Morning, Dec. 5, I made a presentation to you concerning rate adjustments . . .

" 'May I point out to you that since Dec. 5 we are now cleared for one of the evening half-hours on a delayed basis. This now cuts our night time problems to only one-half hour per week. In addition, we have cleared for the entire [Program A] on a delayed basis on both [two stations owned by the licensee]. In effect this reduces our network clearance problems to very few . . .' "

And finally, the Barrow Report cited a telegram sent by a station relations official to a station on August 5, 1954, which read in part:

" 'Thanks for the ulcer elixir old friend but the doctor says I need another spoonful. Delighted to adv[ise] of Sept. 30 start for [Program A] and cheered by continuation of [Program B] and [advertiser] Sunday pgm [program]. You have my written promise to push for your rate increase to become effective at earliest opportunity . . .' "

This alleged practice of using rate increases as levers for clearances conflicts with Sec. 3.658(a), the Barrow staff implied. This section prohibits a network from having any understanding with a station which would hinder or penalize a station from using the programs of another network.

In discussing networks' alleged activity to persuade affiliates to equalize spot rates with network rates, the Barrow Report cites various internal memoranda to bolster its contention that the practices are widespread within ABC and CBS—but it absolved NBC of such direct participation.

The Barrow staff cited a 1952 internal CBS memorandum quoting one official as describing its efforts as a " 'campaign on our part to equalize spot and network rates'."

It quoted another 1952 internal note which indicated that CBS Spot Sales and Network Research would work together particularly in questions concerning increased rates.

In a letter by a CBS official to an affiliated station in 1952 complimenting the station on maintaining parity between its national rate and its spot rate, the Barrow staff quoted the letter as saying: " '. . . We feel the day is not far off when we are going to have to insist that our affiliates level off this differential and raise their spot rates on a parody (*sic*) with their network rates before we can attain (*sic*) any request whatsoever for a network rate increase'."

Again in 1952, a CBS official wrote to a station relating to a telephone conversation in which the station apparently promised to revise its spot rates so that they would coincide with the network rates.

An interoffice memorandum between two officials of CBS' station relations department recommended in 1953 that an affiliate's gross hour night rate be increased, and included, according to the Barrow staff, the following: " 'We assume that the station's spot rate will be increased proportionately'."

Again the Barrow Report quoted a CBS stations relations 1954 interoffice memo which recommended that among other things steps be taken to equalize an affiliate's network and spot rates.

Other similar examples are quoted to imply that CBS used its powers to force affiliates to change their spot rates to more nearly equal network rates.

The position of ABC on this subject was the same as CBS', the Barrow staff indicated. It quoted a 1953 memorandum regarding an increase of rates for a station, in which the author added: " 'I further recommend that a condition of this rate increase be that the station increase its national spot rate to a minimum of [sum] per hour, which would represent 85% of the proposed network rate'." The network management denied this recommendation for several reasons, the Barrow staff declared, among them the fact that the national spot rate increase should come before the network rate increase.

In 1954, the Barrow document stated, a senior ABC official wrote to an important ABC affiliate that a recommendation would be made to increase his network rate provided the station increased its spot rate—and if within six months it again raised its spot rate, an additional network rate boost would be recommended.

In a 1955 letter from a top official of ABC to the manager of an ABC affiliate, this was made clear, according to the Barrow Report: " '. . . The second point that should be considered [regarding an increase in the network rate] is the relationship of network rate to national spot rate. Certainly the immediate question is raised in my mind as to whether you should have a network rate of [sum] when you have a national spot rate of only [sum] . . . My personal opinion is that the national spot and network rates should be the same. Where they are not the same, I think they should have a maximum spread of no more than 15%'."

As to NBC, the Barrow staff partially absolved that network of such practices. "The Network Study Staff has found no evidence that NBC has participated in such understandings or agreements with its affiliated stations," the report stated. "However, NBC has attempted indirectly to influence the level of national spot rates fixed by affiliated stations in a manner which, while contrary to the public interest, does not appear to constitute a specific violation of the present Chain Broadcasting Rules."

Spot, Network Parity

It cited an interoffice memorandum between two NBC officials which declared: " 'No consideration will be given to rate increases for stations whose current spot rate during network option time is below the network rate'."

The Barrow Report also quoted a number of internal notices dealing with differentials between network and spot rates on NBC owned-and-operated stations and urging that the owned stations bring their spot rates in line with their network rates.

Internal semi-annual rate reviews were also quoted in the Barrow document to indicate NBC management's concern with the parity problem involving network and spot rates on NBC affiliates. The quoted material indicated that NBC was concerned about the disparity in December 1954, was pleased in June 1955 and again in December 1955 and became slightly concerned in September 1956 when the gap in evening rates between network and spot charges was 7.9%.

DAIRY FARMERS' BIG AD BUSINESS

- **60% of American Dairy Assn. budget is in broadcasting**
- **Sales staff: Como, 'Casey Jones,' network spot radio**

Anyone who invests in a commercial enterprise naturally expects a reasonable return and America's dairy farmers, who think and act like most other businessmen, are certainly no different. Since 1940 more of them have been voluntarily pouring more money into a nationwide, non-brand consumer advertising and merchandising program.

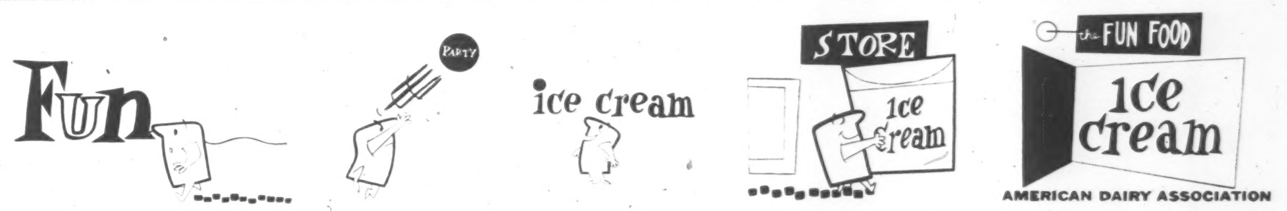
The "Voice of the Dairy Farmer" is the American Dairy Assn., whose rapid growth in membership (nearly 700,000 in 46 states) and increased budget reflects the best testimonial to its success and efficacy as a farmer-financed organization.

This year is likely to bring a still juicier outlay. Meeting in Tulsa, Okla., Sept. 23-25, American Dairy's executive committee drew up a record budget of $5,618,000 for advertising and merchandising, including $5.1 million for consumer media. The broadcast breakdown:

- Television, $2.8 million; radio, $200,000; radio-tv share of all media, about 60%.
- The properties (association sponsorship started Sept. 14): *The Perry Como Show* on NBC-TV (160 markets); *Casey Jones* on a spot tv film basis (in 18 markets not covered by the Como series), and a 52-week schedule of spots and station breaks on NBC Radio (from 10 a.m.-3 p.m., a maximum of 15 minutes per week, running from one to three weeks at a time on a staggered basis).

The new budget becomes effective with approval by farmer participants at American Dairy's national convention this March. And the association plans to prepare complete individual product campaigns in advance for the first time in its 17-year history.

The first major promotion under the 1958 advertising program will be a concentrated advertising - merchandising - publicity campaign for ice cream and cherries ("We cannot tell a lie, there's nothing more scrumptious . . .") during February. Subsequent '58 ice cream promotions will feature vanilla in mid-June and July and chocolate in November.



IN *this sequence in a 60-second film commercial for chocolate ice cream, Mr. Moo, "voice of the association," finds that you "can't beat fun," (in a race across the screen), so the next time you "throw" a party, serve ice cream, the fun food. Taking his own advice, Mr. Moo comes out of the store with a huge package of ice cream, smiling self-satisfiedly. Leaving him to enjoy his repast, the commercial ends with a brief shot showing the association logo and labeling ice cream "The Fun Food."*

While American Dairy Assn. is the voice of the dairy farmer, Mr. Moo is the newly-acclaimed "voice" of the association itself. He will demonstrate and sell various dairy foods during the 1958 season in all media, including radio-tv commercials, focusing attention on the association's four-point program of advertising, merchandising, research and public relations. His will be a vital role, with his own personal music a running theme in all broadcast commercials.

At the 1957 convention the organization's membership gave the green light to a $5,005,000 consumer advertising-merchandising-sales promotion, over half earmarked for network radio-tv—a half-million-dollar boost over the 1956 budget.

American Dairy also plans to spend, for 1958, about $80,000 on grocery, restaurant and dairy trade publications; $45,000 on farm publications; $35,000 on public relations advertising, $50,000 on newspaper mat service; $20,000 on market test advertising, and $18,000 on "other advertising expenses." Overall budget for advertising, merchandising, research and education, membership, public relations, and administrative-financial expenses: $6.9 million.

The prospect of an annual $10 million consumer program within the next few years is not regarded lightly by and for an organization which tripled its overall operating budget (including public relations, merchandising and research) in four years.

The phenomenal development of American Dairy as the "voice," bargaining power and public relations agent for U. S. dairy farmers has convinced both association members and non-members of the continuing need for a sales promotion program to build consumer demand for a variety of dairy products. These include milk and butter staples, ice cream, cheese, whipping cream, cottage cheese, sour cream, evaporated milk and non-fat dry milk.

A significant point, as American Dairy sees it, is that the market for dairy foods has been improving on a total and per capita basis, notwithstanding the age-old farm problem of crop production exceeding consumer demand at an increasingly faster rate, since World War I.

Against this background, American Dairy holds firmly to a basic tenet about advertising: whatever methods are utilized, the purpose is to tell as many people as possible about product merit and ask them to buy. It uses different but not all media nationally in a given year because, as for most other advertisers, the budget is limited.

Radio and television have been major media for American Dairy through the years, with substantial investments for time and talent. Network tv advertising, in particular, has found favor with the association because dairy farmers can buy top talent and attract millions of viewers for dairy product pitches in all markets at "relatively low cost" to an industry of some two million people. What's more, network tv—and network radio—gives dairymen an opportunity to compete with other advertisers in select time periods.

Martin J. Framberger, general manager of American Dairy Assn., summarizes its views in this statement:

"To do our job we must talk with as many consumers as effectively and as often as we possibly can. This means that we use a number of different media in our advertising program.

"We use radio and television extensively because these media reach into many millions of homes on a cost basis that makes sense to us. Our use of these media has been helpful to us in expanding our total sales effort, in blanketing the nation with promotion campaigns that are having a good effect for the dairy farmers who provide the funds." And, it should be noted, who also vote on radio-tv properties at their annual convention.

All dairymen who sell milk are eligible to participate (as high as 75% do in many areas) in the American Dairy program. An advertising committee reviews the annual advertising schedule and studies advertising messages submitted by the American Dairy staff and Campbell-Mithun Inc., its agency. Another group accepts, rejects or revises the suggested program and makes its recommendations to the executive committee, on which each state has a representative and which is elected by the board of directors, to carry out board duties. The executive committee approves the schedule (and budget) and puts it before a vote of the delegates.

Identified with ABC-TV's *Disneyland* the past three seasons, dairymen voted to drop the series because of "increased production costs" and the belief that the audience is "now dominated by children while the association's effort is directed primarily at adults." They voted, through American Dairy, to sponsor alternating weeks of selected *I Love Lucy* re-runs on CBS-TV, but reportedly withdrew from negotiations when the network was unable to come up with a suitable time period. (Re-runs are spotted ironically, opposite the same *Disneyland,* Wed., 7:30-8 p.m. EST.)

What is the philosophy behind the Perry Como purchase? Says Don Coleman, American Dairy Assn. advertising manager (who leaves American Dairy this month to join Campbell-Mithun as assistant manager of C-M's New York office), of the series which started last month:

"We need a top-quality, all-family show. Because of the nature of our business, give-aways, quizzes, controversial type programs and others do not fit. Como is a natural. He himself and his program bespeak wholesomeness, cleanliness—the same properties of dairy foods.

"Network radio does a good job for American Dairy in plugging the tv holes which exist in rural areas—and at a favorable price. Additionally, radio, when used on a concentration basis, as American Dairy does, helps build the 'peaks' in promotions."

While no provision is made thus far for spot radio or tv as such (though money may be allocated at a later date from a contingency fund), the association believes strongly in spot announcements. It cites a study of consumer attitudes which showed that use of spot commercials would help increase milk-drinking by adults, particularly during evening hours. In fact, it tends to think of radio advertising in terms of "network spot."

The minimal spot tv bought by American Dairy in 1956, according to Television Bureau of Advertising figures, amounted to $94,000, which was spent in Rochester, N. Y., although the agency, Campbell-Mithun Inc., reports the sum as actually less.

American Dairy is very high on Mr. Como to do a job because of a plus factor. Mr. Coleman feels that "color on tv is great" and that "it's too bad there are so few sets." He adds: "Some of our basic animated commercials are being done in color; others in black-and-white. We plan to do about 30% of the commercials live; we hope to have some of them remotes-live. We liked our first commercials on the Como show. Again, our products and Como go together like bread and butter." American's color film commercials have been produced by Cascade, Sarra and other companies.

Mr. Coleman adds a reservation, however, about color for American Dairy:

"There must be more sets in use before future color programming becomes a real factor for us. On the testing we have done, color helps our food products to show up much, much better. Colorcasting premiums, however, may cast doubts as to the relative effectiveness of color vs. standard black-and-white. My personal guess is that it will be at least until 1960 before color becomes a real tv consideration for us."

About daytime tv: ". . . If and when dollars become available, American Dairy hopes to be in . . . [perhaps] in 1959. We can't think of a better way to talk with housewives—unless you have a show like Perry Como's."

The purchase of the Como series is described by agency and client as a further indication of tv's importance to "the most successful marketing campaign on behalf of an agricultural commodity in the United States." Utilization of the visual medium has been a question of "how?" not "why?" since American Dairy began its expanded program of advertising-merchandising in the fall of 1953.

Prior to that year, in the early '50s, the association had used some radio, including Bob Hope and commentator David Lawrence on NBC. It also dipped into tv to the extent of participation with local dealers on Paul Whiteman's *Tv Teen Club* on ABC-TV. But there was no concerted effort to take full advantage of broadcast media.

With advent of the 1953-54 season, on the basis of strong farmer-member support, American Dairy became the original sponsor of the *Bob Crosby Show* on CBS-TV. The following season it bought its first national nighttime tv series, *Disneyland,* and renewed it for two additional seasons. It also co-sponsored *The Lone Ranger* one year.

The American Dairy Assn. account at Campbell-Mithun Inc. is supervised by Phelps Johnston, vice president and co-manager of the agency's Chicago office, who generally is credited with knowing the dairy business, its problems and its idiosyncrasies (one of them: never abbreviate as ADA lest that be associated in the public mind with Americans for Democratic Action). He has literally "lived" with the account for several years, the last four of which have been particularly successful. Harry Johnson is account executive on the account at C-M.

"The record of the association's success [since 1953] is a clear index to the effectiveness of television as a medium," Mr. Johnson said, continuing:

"The responsible executives of the association demonstrated very clearly that they are aware of what a balanced program, including strong television, has meant by the attitude they took when schedules of forthcoming advertising were submitted for their approval. The question was never, 'Shall we continue

THE *door chimes signify the calls of 85,000 Avon representatives.*

THE *"best point of purchase"—the consumer's home.*

Avon
cosmetics

THE *film closes with the familiar logo and the voice-over "Avon calling."*

AVON CALLING

With the familiar door chimes and salutation "Avon Calling," the cosmetic firm will launch the first 13-week cycle of its 1958 tv spot schedule on Jan. 13. The films, prepared by Monroe F. Dreher Inc., New York, Avon agency, are slated for 125 stations in approximately 110 markets.

At least 10 different commercials in both one-minute and 20-second versions are planned in the 1958 schedule which Dreher terms Avon's most ambitious drive.

The spot format is—as it has been in Avon's tv advertising over the past five years—geared to company marketing methods, based exclusively on direct selling. Objective: to create consumer open-door policy for Avon representatives. Devices used: quality atmosphere; a selling scene demonstrating the comfort and convenience of Avon's personal buying methods; beauty "try-ons" in the privacy of one's home; a doorway scene showing the Avon representative calling at the best possible point of purchase (the consumer's home); the ding-dong door chime, and the "Avon Calling" slogan signature.

One of the one-minute films will introduce Spray Essence, a new concentrated fragrance formula in an aerosol bottle. The spot stresses that Spray Essence is as lasting as perfume, every woman can afford it, it comes in six Avon scents, and that each bottle holds 700 sprays.

Dreher team members on the Avon tv campaign are E. A. (Hap) Dreher III, executive vice president and Avon account executive; Leonore Buehler, creative director; Hal Weaver, television director, and Louis F. Hanke, vice president and art director.

FLORENCE
the milky way market

STELLAR FOOD SALES

Food sales indicate the basic soundness of the Milky Way Market . . . the clusters of busy, thriving communities orbited around Florence.

Prodigious families, eating at home and unusually brand-conscious, bolster per family Food Sales:

PER FAMILY FOOD SALES*

Florence—$1204

New York City	**$ 971**	**Chicago**	**$875**
Pittsburgh	**$1056**	**Los Angeles**	**$976**

Make sure there's a place for you in these loaded Milky Way grocery carts. Give power to your brand story with WBTW's matchless unduplicated coverage.

The Milky Way Market adds up to a million plus people with more than a billion to spend. For details and WBTW avails contact your nearest CBS Television Spot Sales Office.

*1956 SM Survey of Buying Power

WBTW
FLORENCE, S.C.

Channel 8 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

in CLEVELAND the BIG 8 is getting

BIGGER!

WJW-TV . . . channel 8 . . . CLEVELAND

- **DELIVERS** the BIG impact in the buyer-rich Northeastern Ohio market . . . (including Akron) . . . 6th largest television market in the nation . . .

  growing phenomenally in population and income with the building of huge industrial plants by FORD, CHRYSLER, GM, GE and others!

- **WJW-TV's** exciting programming has made Channel 8 the preferred station of this great viewing population with . . .

  20th.-CENTURY-FOX, SELZNICK, COLUMBIA group films.

  WJW-TV's *selling* personalities . . . Alice Weston, John Fitzgerald, Jim Doney, Ken Armstrong, Howard Hoffman and Mr. Banjo . . . the market's favorites!

- **HIGHER**-rated availabilities in PRIME time . . . with CBS program predominance . . . explain why WJW-TV is the station most accepted by local advertisers (and national time buyers, too!)

WHEN YOU BUY BIG 8 in CLEVELAND . . . . YOU BUY BIG SALES!

WJW-TV channel 8

CBS

1630 EUCLID AVE., CLEVELAND 15, OHIO, TOwer 1-6080

Represented Nationally by the Katz Agency

A STORER STATION

on tv?' but rather, 'What tv availabilities offer us the best opportunities?' "

The nucleus of American Dairy Assn.'s relatively small, closely-knit organizational staff includes Lyman McKee, president; William Hitz, vice president; Shelly Robert, market research director; Martin J. Framberger, general manager; Mr. Coleman, departing ad manager (and brother of Howard Coleman, manager of WMAQ Chicago), and Frank Neu, director of public relations and sales promotion. The president and others, including secretary, treasurer and assistant secretary-treasurer, serve as an administrative committee, supervising activities between meetings of the executive committee and submitting its actions and recommendations to that group for approval.

Much of the progress realized by American Dairy in the growth years since 1953 is credited to Merrill Warnick, recent outgoing president who served on the executive committee for 10 years, and Lester J. Will, who resigned as general manager last December. The latter came to American Dairy after 10 years as account executive at Campbell-Mithun. Both were honored by the association in March with "distinguished service awards for outstanding contributions to the dairy industry."

As part of its broad consumer program, the organization serves as a rallying point for several special campaigns throughout the year. They run from the "Refresh With Milk" campaign in January to the pre-Christmas cheese gift campaign in October-November.

Most notable of these promotions is the dairy industry's biggest single merchandising event—"June Is Dairy Month." Cooperating in the promotion are such big-name advertisers as Campbell Soup Co., General Mills, National Biscuit Co., Quaker Oats Co. and General Foods Corp.

Joining American Dairy in co-sponsorship in June were American Butter Institute, American Dry Milk Institute, Dairy Assn. Executives, Dairy Industries Supply Assn., Evaporated Milk Assn., International Assn. of Ice Cream Manufacturers, Milk Industry Foundation, National Cheese Institute, National Creameries Assn., National Dairy Council, National Milk Producers Federation and Purebred Dairy Cattle Assn.

American Dairy also makes it a point to cooperate throughout the year with the nation's farm broadcasters (National Assn. of Tv & Radio Farm Directors) and with government agencies.

The lineup for dairy month, Mr. Framberger proudly points out, constitutes "the greatest number of major manufacturers ever to cooperate in a single food merchandising event." This year's event was tied into the founding of Jamestown colony, marking arrival of the settlers' first cows, the original American dairy herd—the dairy industry's 350th anniversary.

Milk distributors received special promotion kits including suggested radio-tv commercials and newspaper ad mats designed for local brand use tie-ins. Local dairies and retail outlets also used the kits.

How effective is such a campaign?

American Dairy Assn. enlisted the services of Alfred Politz Research Inc. to ascertain the degree of public identification with "June Is Dairy Month." The results: 49% of the adult population recalled the promotion, compared to 35% in 1954. Additionally, 14% of all adults were able to identify the month, as against only 6% in 1954.

While milk consumption probably is the No. 1 product for promotion, American Dairy also participates in campaigns designed to push milk as a companion item with other edibles. Typical of these are the milk-and-cereal promotions with the Cereal Institute, a cream and berries drive with General Mills and a July ice cream campaign with Log Cabin Syrup, Seven-Up, General Mills (Wheaties) and the Pineapple Growers Assn.

The follow-up to the "June Is Dairy Month" promotion was the 1957 July Ice Cream Festival, with the theme that "you can do the darndest things with vanilla." The motif was chosen to help boost vanilla as the ice cream industry's biggest selling flavor to even greater heights during the summer season.

At other times of the year, the emphasis is on cheese products, as during the lenten season and in October-November when a special pre-Christmas gift campaign is conducted, and on egg nog during November-December.

The Politz consumer study, conducted last fall, reflected the effectiveness of American Dairy's advertising program in several respects while summarizing public attitudes on dairy products. One area, for example, showed that it is not quite enough to cite milk as "nature's most nearly perfect food." The association's campaign is now directed at the idea that milk is an excellent refreshing beverage as well. Many consumers have long agreed it is a wonderful product but does not always rate high as a beverage. In short, its "social standing" has left something to be desired.

This thinking guides the association in its advertising theme that to "refresh with milk" is really nature's own way of staying refreshed for a longer period of time. And all the research sponsored by American Dairy Assn. would be fruitless, it points out, unless it is put to work effectively. The only way to make certain consumers know about the advantages of a product like milk is to tell them about it.

Thus, American Dairy makes effective use of advertising and merchandising techniques, including radio-tv media, because it can't afford, on behalf of dairy farmers, not to.

What groundwork is laid before the start of any dairy product campaign?

Months before any advertising appears, distributors are advised of upcoming "additional sales power." They either prepare their own point-of-purchase material or buy material supplied by American Dairy. Related food groups can join in, too, as when, for instance, butter is featured for Christmas cookies.

By the time a campaign actually starts, food stores have been informed about the special events and told how to use it for additional sales. Special displays have been set up by distributors and related food groups. Together with "advertising before the consumer reaches the store," this type of merchandising (which includes packaging) is deemed a necessity, particularly with the growth of self-service stores and no clerks to handle products and suggest to consumers what to buy.

Aside from working closely with dairy

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

Jan. 7, 14 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Jan. 9 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 6-10, 13-15 (1:30-2:30 p.m.) *Howard Miller Show*, participating sponsors.

Jan. 6-10, 13-15 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Jan. 6, 13 (7:30-8 p.m.) *The Price Is Right*, RCA Victor through Kenyon & Eckhardt and Spiedel through Norman, Craig & Kummel.

Jan. 7 (8-9 p.m.) *Eddie Fisher-George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Jan. 8, 15 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Jan. 9 (7:30-8 p.m.) *Tic Tac Dough*, RCA-Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Jan. 9 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Jan. 11 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Jan. 11 (10:30-11 p.m.) *Your Hit Parade*, Toni through North and American Tobacco Co. through BBDO.

Jan. 12 (7-7:30 p.m.) *My Friend Flicka*, sustaining.

Jan. 12 (8-9 p.m.) "Beauty and the Beast" on *Shirley Temple's Storybook*, Hills Bros. Coffee, Breck and National Dairy Products, all through N. W. Ayer & Son.

Jan. 12 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Jan. 14 (8-9 p.m.) *Omnibus*, Union Carbide through J. M. Mathes and Aluminium Ltd. through J. Walter Thompson Co.

food processors, stores, restaurants and other places, the association has worked avidly to develop strong public relations and publicity programs. It claims to be doing an effective job building consumer good will for the dairy industry and its products, with the result that newspaper editors and other public opinion molders now more commonly praise the industry for its selling efforts than berate dairymen for surplus problems involving government action.

American Dairy Assn. carries out an extensive product publicity program through its home service department where competent home economists test and develop new recipe ideas for dairy foods. Recipes and photographs are made available to radio-tv, newspaper and magazine food editors, showing the product in attractive color or in black-and-white.

Today the dairy industry employs perhaps two million people and "it is important that consumers feel friendly" toward it, with an annual business of over $10 billion in retail sales at stake.

These factors explain why the association conducts a dairy information program and why it feels public relations "is the work of everyone in the dairy industry."

Acting as a public relations agent for the nation's dairymen, American Dairy stays aloof from controversial legislation and has managed to get all segments of industry to work together in this unique venture.

It recently polled a national representative cross-section of some 1,761 dairymen (who sell 50 pounds or more of whole milk each day) to ascertain their attitude about the association's program. It found that dairymen recognize the relationship between their problems of markets and prices and the action of advertising and sales promotion.

A majority (78%) reported an awareness of their responsibility to convince consumers to use more dairy products; and that advertising is the way to do it. A total of 87% stated that advertising and sales promotion help to increase milk and other dairy sales.

It's considered difficult even for a brand advertiser to measure his sales results against sales promotion expenditures and with a non-brand mass education program, such as conducted by American Dairy, the measurement becomes virtually impossible.

But American Dairy Assn., through research, advertising, merchandising and public relations, has definitely advanced the cause of building markets for dairy foods and is unique in its functions.

The manner in which dairymen have tackled the job of moving milk and utilizing proven business tools seems to be evidence that sound business thinking prevails on the nation's dairy farms.

Mount, Clenaghen Form Agency

James Mount and Jack Clenaghen have formed Clenaghen & Mount Adv. in Portland, Ore., they have announced. Mr. Mount, with Jack Clenaghen Advertising since July, formerly was manager of KGW and sales manager of KXL, both Portland. Mr. Clenaghen has owned his agency for 12 years. The new firm, based at 614 Corbett Building, will specialize in small and medium-size accounts of all kinds.

FC&B's Cone Defends Admen Against Charges

H. Fairfax Cone, chairman of Foote, Cone & Belding's executive committee, has taken author Vance Packard to task in a spirited defense of advertising, refuting charges that advertising executives dictate the content of radio-tv programs and other claims.

MR. CONE

Writing in the January issue of *Atlantic Monthly*, under the title, "Advertising Is Not a Plot," Mr. Cone answers criticisms leveled by Mr. Packard in a September *Atlantic Monthly* article, "The Growing Power of Admen." Says Mr. Cone:

"Advertising is not a plot. Nor are advertising people wily plotters. They are salesmen, in print and over the air. And just as most good salesmen-in-person seek to know all they can about their prospective customers, so do most manufacturers and their salesmen-in-advertising undertake to learn all they can about their prospective customers."

Mr. Cone emphasizes that the "essential thing about advertising is that it is a multiplier of sales messages. It adds very little to the unit cost of most things to buy. As a result, advertising is one of the most important elements in mass production, for it makes mass selling at reasonable cost possible."

Discussing charges of alleged radio-tv program dictation, Mr. Cone felt, "It need only be said that no half-hour of time on any network or independent station is controlled by any advertiser or any advertising agency; nor does any advertiser or any advertising agency dictate the programming. Networks and stations allow only two options: not to buy either a time period or a program that is offered, or not to renew it."

Mr. Cone argued that "tune-in is the basis for almost all program decisions" and guides networks and stations alike in programming." He noted that advertising "goes where circulation is, where people in the greatest numbers want to look and listen. Advertising can afford to pay for programs just so long as advertising is effective in selling; it has no other purpose."

In his article, Mr. Packard, author of *The Hidden Persuaders*, a criticism of motivational research as used in advertising, ascribed "admen's power" to an annual $10 billion expenditure designed to persuade the American public to buy goods, about 40% of which he felt to be unnecessary and not serving any real need.

Mr. Cone counters that of the $10 billion spent on advertising in the U. S., the total placed by agencies is some $4 billion, and challenged Mr. Packard's statement that the expenditure for advertising is entrusted to the agencies. He asserted, "There are no cases on record where any considerable sums of money have been entrusted to anyone for expenditure." He pointed out that "advertising budgets, like advertising plans and advertising messages, are no less subject to management scrutiny than expenditures for plant and equipment and payroll."

The FC&B executive describes as "fantastic" Mr. Packard's charges that "advertising men now ponder the advisability of making the 'entertainment' portion of their sponsored tv programs a little dull so that the commercials will seem more exciting by contrast." Mr. Cone asks:

"What advertising men? Who? Where? And with the connivance of what network

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,717,000 people in the U. S. over 12 years of age during the week Dec. 22-28. This is how they spent their time:

68.4%	(84,622,000)	spent	1,904.0 million hours	WATCHING TELEVISION
53.6%	(66,312,000)	spent	979.9 million hours	LISTENING TO RADIO
78.1%	(96,623,000)	spent	383.3 million hours	READING NEWSPAPERS
30.1%	(37,239,000)	spent	169.4 million hours	READING MAGAZINES
24.7%	(30,558,000)	spent	385.0 million hours	WATCHING MOVIES ON TV
27.5%	(34,020,000)	spent	129.8 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 105,703,000 people over 12 years of age see tv (85.7% of the people in that age group); (2) 40,908,000 U. S. households with tv; (3) 44,959,000 tv sets in use in U. S.

SPONSOR, agency and network officials get ready to send *Jacques and Jill* up the hill to fetch a pail of profits for Max Factor by way of ABC-TV. Nelson Gross (seated, c), director of advertising for Max Factor & Co., signs for exclusive sponsorship of the new Anne Jeffreys-Robert Sterling show which debuts on ABC-TV Monday, Jan. 20, 8-8:30 p.m. EST. Others at the signing: seated, Slocum Chapin (l), ABC-TV vice president of client relations, and Hal Roach Jr., president of the studios producing *Jacques and Jill;* standing (l to r), George Gruskin, co-head of the tv department, William Morris Agency Inc.; Walter Tibbals, radio-tv director, Anderson-McConnell, Max Factor's advertising agency; Ralph Lazarus, secretary, Max Factor, and Bruce Altman, vice president, Anderson-McConnell.

or station official who must suddenly have decided that commercials and not programs attract the audiences by which they live?"

"The absurdity of most of Mr. Packard's charges should be patent," Mr. Cone asserts, particularly those purporting to give "as standards of general advertising agency operation and practice a number of experiments and experiences in so-called motivational research, amateur and professional."

Tatham-Laird Gets Kolynos; Agency President Uses Product

The $300,000 Kolynos toothpaste account, lost by Grey Adv., New York, "because" its president admitted brushing his teeth one morning with Crest, has been inherited by a Chicago-based agency whose president started using Kolynos "about six weeks ago."

Tatham-Laird Inc., a $23 million agency, picked up the account, including certain test-stage products, to become the seventh agency for Whitehall Pharmacal Co. Grey lost the business after a tv interview during which Arthur C. Fatt, its president, admitted he brushed his teeth with rival Crest, thus setting off a chain of controversy over "brand loyalty" of admen [LEAD STORY, Dec. 16].

BROADCASTING learned authoritatively that J. Kenneth Laird, president of Tatham-Laird, and his family had started using Kolynos about mid-November. Before that, according to Mrs. Laird in their suburban Chicago-Kenilworth home, "we had tried Pepsodent and Gleem."

Weiss, Schwimmer Set Talks To Retail Advertising Meet

Edward H. Weiss and Walter Schwimmer, president of the advertising agency and tv production-distribution firm, respectively, bearing their names, will be among key speakers at the sixth annual Retail Advertising Conference in Chicago Jan. 18-19.

Retailers and suppliers will join media and advertising representatives at the two-day meeting in the Palmer House, with Bud Gore, retail advertising manager, *Chicago Daily News*, and Ralph Heineman, head of Ralph Heineman Inc., serving as co-chairmen of the sessions. The purpose of the conference is to discuss ways and means of making retail advertising more productive and profitable.

Mr. Weiss will talk on motivational research on the basis of his agency's experiences in the field. Mr. Schwimmer will discuss his book, *What Have You Done for Me Lately?*

Other speakers include James W. Petty Jr., executive vice president, H & S Pogue Co., Cincinnati department store, on what management expects of advertising and sales promotion, and Warren Leslie, director of special events and public relations for Neiman-Marcus, Dallas, Tex. Theme of this year's conference, co-founded by Messrs. Gore and Heineman, is the highly-competitive retail field in the face of rising costs.

Tv Network Billing Data To Be Released by TvB

Television Bureau of Advertising will become the releasing source of network billings figures to be provided by the new service undertaken jointly by Leading National Advertisers Inc. and Broadcast Advertisers Reports Inc., TvB is announcing today (Monday).

The LNA-BAR project is a considerably expanded service succeeding the Publishers Information Bureau tv reports, which are being abandoned [AT DEADLINE, Nov. 11, 1957, *et seq.*]. From the new service TvB will release each month (1) gross time expenditures on the networks, monthly and cumulatively; (2) number of brands using network television; (3) gross time expenditures of the top advertisers and the top brands; (4) gross billing by product classification, and (5) totals in daytime and nighttime television.

TvB said that, representing its three network members, it would provide station lineups and also financial cooperation to LNA and BAR. The LNA-BAR service, officials reported, will make individual brand expenditures in network television available for the first time.

"The cooperation of the television networks, TvB and LNA-BAR shows the continued acceptance of responsibility by the television industry toward its clients to supply them with the most complete information concerning our medium," TvB President Norman E. Cash reported.

"TvB has been collecting spot data through the N. C. Rorabaugh Co. and now it will be possible for advertisers to have access to the total investment by brand of national advertisers in the tv medium.

"In our role as the industry business league, it is most appropriate that we join with our network members to make possible more and better information for more advertisers and their agencies. The multiplicity of brands being offered on network television today makes the brand-by-brand information more vital than ever."

Mr. Cash voiced hope that the "combined investment of TvB, ABC, CBS and NBC would go a long way toward assuring the continuation and expansion of network billing data furnished the advertising fraternity."

Bob Morris, President of BAR, and Francis Miller, president of LNA, issued this statement: "We look forward to a long and pleasant association with TvB, the television networks and the other enthusiastic supporters of ours who have been urging us for so long to produce this type of service. The first reports for the month of January already are in process. Everything is being done to maintain the same high standards that LNA and BAR have been individually known for in the past."

Pettersen Forms Own Ad Agency

Jack Pettersen, marketing vice president and account supervisor on the RCA-Whirlpool account at Kenyon & Eckhardt Inc., Chicago, has announced his resignation and the formation of his own agency.

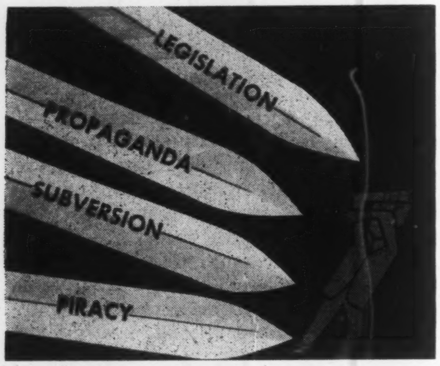
Jack Pettersen & Assoc. opened offices last Thursday at 185 N. Wabash Ave., Chicago, but declined to identify its clients. Robert L. Hess, promotion supervisor for K & E in Chicago, joins the new agency as vice president.

Before joining Kenyon & Eckhardt, Mr. Pettersen was with Leo Burnett Co. and earlier advertising manager of Motorola Inc. and merchandising director of Norge Div. of Borg-Warner Corp.

AFA Film Strip Fights Attacks on Advertising

To help fight growing attacks on advertising from four chief sources—legislation, propaganda, subversion and personnel piracy—the Advertising Federation of America is distributing a new sound film strip, "Who's On Watch?" created by J. Walter Thompson Co. and Chartmakers Inc., both New York. The 20-minute presentation predicts that "more than 150 costly laws to restrict and tax advertising will be proposed within the next 12 months," pointing up that Baltimore, St. Louis and Norfolk tax plans are just the beginning of problems to be faced by advertising in 1958.

Aside from legislation, AFA's presentation alerts the industry to be on guard against "propaganda from our enemies, subversion from within and piracy among ourselves! This is the dilemma facing the advertising industry today. Not a fear-monger's fantasy, these are real problems—problems which have moved leaders of the advertising profession to decisive action."



PROBLEMS *attacking the industry from all sides, points up the AFA's film. The slide above illustrates the opening of the group's 20-minute film.*

The rising trend of unjust propaganda, AFA says, "is reducing the effectiveness of advertising and undermining public confidence." Subversion constitutes the acts of "careless practitioners in the profession," AFA explains, who "through exaggeration, dishonesty and poor taste, are giving advertising a bad name." A shortage of experienced workers in the field has caused the growth of personnel piracy, AFA notes.

The film presentation is being distributed by AFA for advertising club and other public showings. Print kits may be purchased for $25 from AFA, 250 W. 57th St., N. Y.

MEDIA GROUPS ACT TO OPPOSE AD TAX

- **Chicagoans form battle lines**
- **Broadcast Ad Club takes lead**

The outbreak of advertising tax virus in Baltimore, St. Louis and Norfolk, Va., is spurring media groups in other cities to start planning remedial action should the idea spread to their localities.

In Chicago last week, even though there was no hint of such a local action, station and agency members of the Broadcast Advertising Club huddled for a briefing session. In the meantime, the Advertising Federation of America, already in the forefront of the fight against such taxation in the three tax-struck cities, stepped up its preparedness orientation for other communities (story, at left).

At the strategy-planning session in Chicago, representatives of network-affiliated radio-tv outlets primarily and agencies holding membership in the Chicago Broadcast Advertisers Club were apprised of developments in Baltimore, St. Louis and Norfolk, Va.

Dangers in the Baltimore levy were projected to station and agency levels in Chicago, with distinctions drawn between national and local advertising in all media, including time and space. Threats were outlined by Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago) and BAC president and John Moser, BAC attorney.

While there appears to be no imminent threat of such a proposal from within the Chicago City Council, it was emphasized that if the movement gains momentum, Chicago and other cities might be disposed to follow suit.

The Broadcast Advertising Club is expected to keep a close watch on prospective advertising tax threats and efforts will be made to alert other organizations (including the American Assn. of Advertising Agencies Central Region, the Assn. of Commerce & Industry, Chicago Federated Advertising Club, Sales Executives Club, etc.), to the inherent dangers in such proposals.

Baltimore's new advertising taxes went into effect last Wednesday but, at least for the time being, the city's radio and television stations plan to hold the line against passing on added costs to the advertisers.

Stations checked last Thursday in Baltimore felt it is "much too early" to consider any revision in sales procedure that might adversely affect good will with clients. Further, it was optimistically pointed out, prospects are good that the local circuit court will act soon, possibly this week, on the pending pleas for injunctive restraints on the city taxes.

Actually, a good portion of the commercial time now being aired was negotiated prior to last month. Though the city council enacted the taxes Nov. 15, that body subsequently amended the ordinance to stipulate that the taxes were applicable to business contracted for between that time and Jan. 1 that would be used after Jan. 1 [ADVERTISING & AGENCIES, Dec. 2, 1957].

First return on January business under the 4% tax on gross sales would be due Feb. 25 and the 25th of each month subsequent to the month in which the time is sold. The 2% levy on gross receipts of media is to be paid quarterly, starting next April 15. Pending determination of the many court suits, however, all tax money will be placed in an escrow fund.

One more radio station and another publication have joined the united front against the taxes. WEBB, 5 kw daytime independent, filed in circuit court last Monday and the *Afro-American,* Negro publication in five eastern cities, entered suit on behalf of its Baltimore edition. Judge Edwin Harlan has given the city until Jan. 8 to show cause why the last injunctive pleas should not be granted. A fortnight ago, the city answered injunction petitions by 14 other plaintiffs [ADVERTISING & AGENCIES, Dec. 23, 1957].

Baltimore hopes to gain $2.65 million annually to help fill a shortage of about $17 million in the city's budget. Observers last week, however, pointed out the yield would be considerably less since broadcast and other media grosses would be reduced under such tax burdens. Locally, Mayor Thomas D'Alesandro's entire tax program, including the advertising levies, is being attacked as short-sighted economic threats to Baltimore in driving business from the city.

The ad tax germ already has infected St. Louis, where alderman Alfred Harris is to introduce a like proposal next week, and Norfolk, where Mayor W. Fred Duckworth is planning a 0.03% advertising levy if he is successful in having amended a Virginia statute that forbids taxing of news media [ADVERTISING & AGENCIES, Dec. 30, 1957].

ANA Survey on Tv Time Barters Shows Few Advertisers Use It

Is there more talk than action to tv barter?

The Assn. of National Advertisers, New York, last week issued a general report on a survey of its members which disclosed that of the 234 advertisers responding only 16 have had experience with barter time. Of the 16, nine reported they were satisfied with their experience and four of these currently are using barter.

What did the satisfied barter users have to say? Noted one: "For peanuts (in money) and our product, I get exposure and identification over network tv. This we consider a publicity expense and we like publicity. We do not confuse it with advertising." Another replied that barter was "economical . . . got good time for much less cost than a cash outlay would have required."

But those who have ceased their use of barter were more critical. "We have traded first class merchandise," stated one correspondent, "for third class time." Another claimed that "proof of performance was hard to get and on some occasions we discovered months later that we had missed an entire schedule." All five dissatisfied users complained about the "poor time" or

it fills a need

FAMILY RADIO FILLS A NEED . . .

that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features.

Ten years of sifting and sampling has demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance. No audience fragmentation by special group programing.

FAMILY RADIO

Bartell Group family radio is a happy union of the best in broadcasting—creating audience participation and entertainment for buyers in six major markets.

Highlighting the success of family radio is the clear rating dominance of Bartell Group Stations.

Bartell It... and Sell It!

Sold Nationally by ADAM YOUNG, Inc. for WOKY, The KATZ Agency

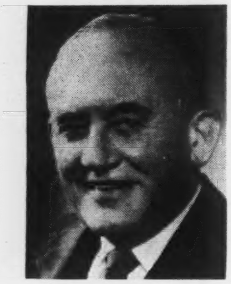
THE BARTELL GROUP
RADIO FOR FAMILY LIFE
KCBQ 1170 in SAN DIEGO
KRUX 1360 in PHOENIX
WOKY 920 in MILWAUKEE
WYDE 850 in BIRMINGHAM
WILD 1090 in BOSTON
WAKE 1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS "second or third rate, generally weak stations and/or small markets."

Non-users who commented had this to say: barter is a poor business practice; it is a disservice to the industry and a "right deal" is hard to find.

Mills, Exec. Committee Head, Retires from Kenyon & Eckhardt

Dwight Mills, chairman of the executive committee of Kenyon & Eckhardt, New York, retired Tuesday. "Mr. Mills has wanted to retire for the past three years but has stayed on at the company's request," William B. Lewis, president of the agency, said.



MR. MILLS

He had been chairman of the executive committee at K & E since 1951. Prior to that he was president for two years. He joined the agency in 1934, was elected a vice president in 1935 and executive vice president in 1942. Much of Mr. Mills' free time is spent on his ranch at Lake Placid, where he breeds prize winning shorthorns.

20th Century-Fox Policy To Emphasize Use of Radio

Twentieth Century-Fox Film Corp., New York, last week announced details of its new "motivational" advertising policy which will show an increased emphasis on the use of radio advertising for new film productions and off-amusement-page advertising in newspapers.

Charles Einfeld, vice president in charge of advertising and publicity for the company, questioned the value of using the "time-worn" method of advertising on amusement pages of newspapers, claiming these pages are not serving "the purpose they once served due to the lack of editorial space and poor positioning." He noted that Fox recently completed one of its largest radio saturation campaigns on ABN for "The Enemy Below." He continued:

"Radio is a marvelous tool for us to work with. It provides us with an audience propulsion because of its personal appeal to the woman at home—a most important segment of our audience. Drivers in their cars—a captive audience—have an emotional motivation. Radio timebuying can achieve this and more."

On RTES Seminar Slate: Seiler, Crane, Fox, Headley, Thurm

Discussions of instantaneous ratings, barter in tv, shared sponsorship in spot tv and an advertiser's look at the broadcast media are scheduled by the Radio & Television Executive Society for the second half of its timebuying and selling seminar.

The "second semester" begins tomorrow (Tuesday) with American Research Bureau President James W. Seiler speaking on "Presenting Arbitron" (ARB's new electronic instantaneous ratings system). David P. Crane, Benton & Bowles media vice president, speaks Jan. 14 on "The General Foods-Bristol-Myers Buy"—sponsorship in tv spot shared by the two national advertisers. A week later (Jan. 21), barter in spot tv will be discussed by Matthew M. Fox, president of C & C Tv Corp., and Frank M. Headley, president of H-R Representatives and of Station Representative Assn. On Jan. 28, Lever Bros. media director, Sam Thurm, speaks about his company's view of radio-tv.

The luncheon sessions of the seminar are held at the Shelton Hotel in New York.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 10-23

Total Audience †

Rank		No. Homes (000)
1.	*Gen. Motors 50th Anniv. Show*	19,858
2.	*Gunsmoke*	18,169
3.	*Holiday in Las Vegas*	17,263
4.	*Perry Como Show*	17,222
5.	*Ed Sullivan Show*	15,368
6.	*I've Got a Secret*	15,203
7.	*Steve Allen Show*	15,162
8.	*Tales of Wells Fargo*	14,750
9.	*Have Gun, Will Travel*	14,502
10.	*Danny Thomas Show*	14,502

Rank		% Homes *
1.	*Gen. Motors 50th Anniv. Show*	49.4
2.	*Gunsmoke*	45.5
3.	*Holiday in Las Vegas*	43.0
4.	*Perry Como Show*	42.8
5.	*Ed Sullivan Show*	38.1
6.	*Steve Allen Show*	37.8
7.	*I've Got a Secret*	37.6
8.	*Tales of Wells Fargo*	37.2
9.	*Have Gun, Will Travel*	36.6
10.	*Danny Thomas Show*	36.1

Average Audience ‡

Rank		No. Homes (000)
1.	*Gunsmoke*	17,345
2.	*I've Got a Secret*	14,214
3.	*Tales of Wells Fargo*	13,967
4.	*Have Gun, Will Travel*	13,843
5.	*Danny Thomas Show*	13,637
6.	*Perry Como Show*	13,472
7.	*Ford Show*	13,225
8.	*Zane Grey Theatre*	12,731
9.	*Wyatt Earp*	12,648
10.	*Gen. Motors 50th Anniv. Show*	12,442

Rank		% Homes *
1.	*Gunsmoke*	43.4
2.	*Tales of Wells Fargo*	35.2
3.	*I've Got a Secret*	35.1
4.	*Have Gun, Will Travel*	35.0
5.	*Danny Thomas Show*	33.9
6.	*Perry Como Show*	33.5
7.	*Ford Show*	32.6
8.	*Zane Grey Theatre*	31.9
9.	*Wyatt Earp*	31.9
10.	*Gen. Motors 50th Anniv. Show*	31.0

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 1-7

Rank		% Tv Homes
1.	*Gunsmoke*	30.7
2.	*Perry Como*	29.9
3.	*Cavalcade of Sports*	29.7
4.	*Wednesday Night Fights*	28.9
5.	*I've Got a Secret*	28.5
6.	*Dinah Shore*	27.3
7.	*Climax*	26.7
8.	*Danny Thomas*	26.6
9.	*Playhouse 90*	26.4
10.	*Tennessee Ernie Ford*	26.1

Rank		No. Tv Homes (000)
1.	*Gunsmoke*	10,948
2.	*Perry Como*	10,414
3.	*Cavalcade of Sports*	10,384
4.	*I've Got a Secret*	10,258
5.	*Dinah Shore*	9,657
6.	*Climax*	9,563
7.	*Danny Thomas*	9,475
8.	*Tennessee Ernie Ford*	9,319
9.	*Playhouse 90*	9,047
10.	*Playhouse of Stars*	8,965

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency; day and time.

Steve Allen (NBC-130): participating sponsors, Sun. 8-9 p.m.

Cavalcade of Sports (NBC-171): Gillette (Maxon), Fri. 10 p.m.-conclusion.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

Ford Show (NBC-182): Ford (JWT), Thurs. 9:30-10 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y & R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Holiday in Las Vegas (NBC-168): Exquisite Form (Grey), Nov. 16, Sat. 8-9 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-10 p.m.

Playhouse of Stars (CBS-144): Schlitz (JWT), Fri. 9:30-10 p.m.

Dinah Shore Chevy Show (NBC-160): Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.

Ed Sullivan (CBS-174): Mercury (K & E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B & B), Mon. 9-9:30 p.m.

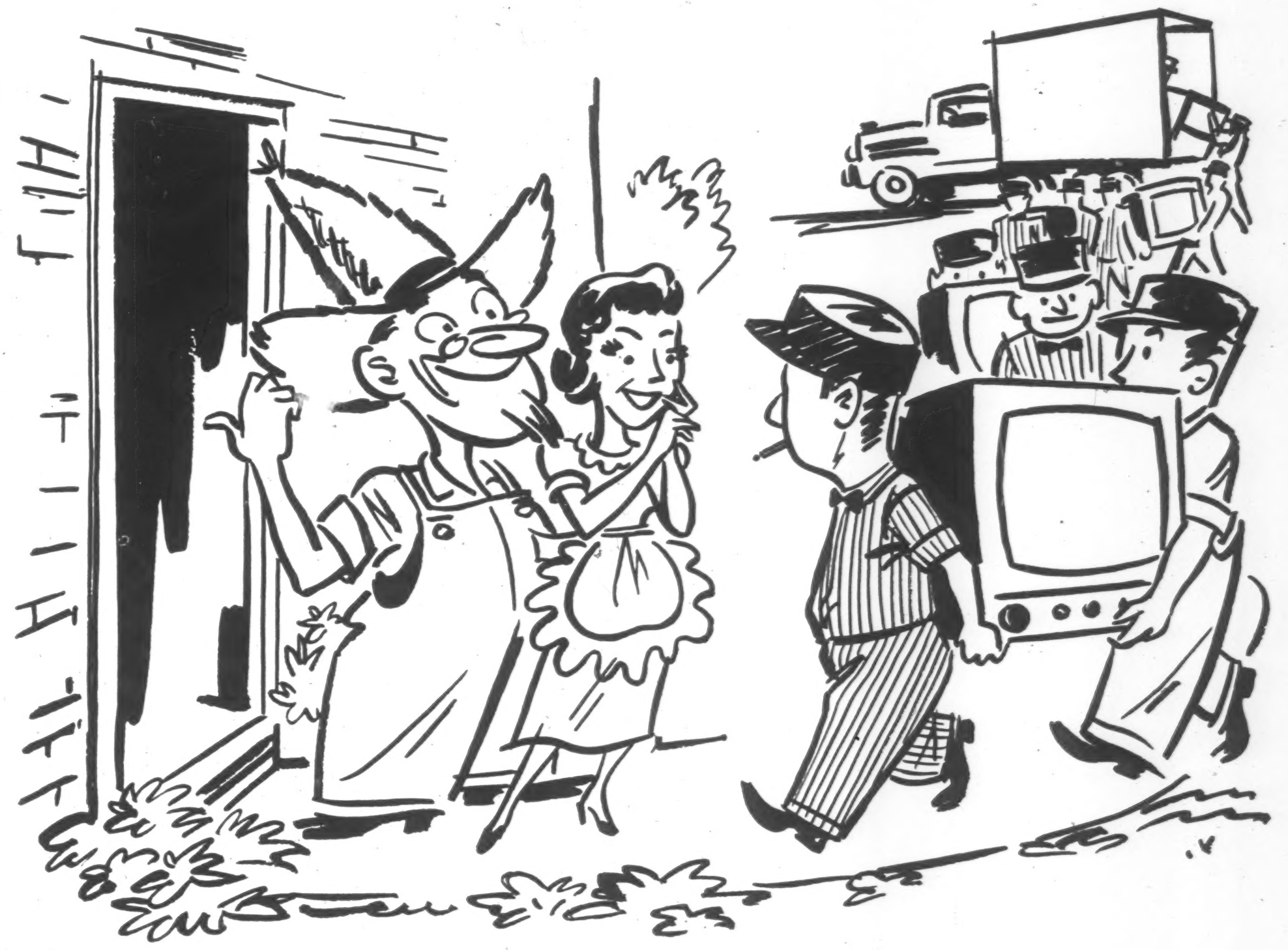
Wednesday Night Fights (ABC-99): Miles Labs (Wade), Mennen (M-E), Wed. 10 p.m.-conclusion.

Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Zane Grey Theatre (CBS-145): General Foods (B & B), Ford (JWT) alternating, Fri. 8:30-9 p.m.

"YUP—ONE COLOR SET GOES IN THE BEDROOM!"



WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make *big money!* And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even *touch* it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. *And we mean prove it!*)

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

INSTANT ACTIVITY • Four CBS-TV daytime programs will be focal point for month-long promotion by R. T. French Co., Rochester, N. Y., for its instant mashed potatoes. Starting Jan. 6 commercials will be aired on *As the World Turns, Edge of Night, Beat the Clock* and *The Verdict Is Yours,* supporting in-store promotion activity. Theme of tv campaign is "magic before your eyes," with demonstration commercials stressing advantages of French's instant mashed potatoes.

Agency for French instant mashed potatoes, introduced nationally last year, is J. Walter Thompson Co., N. Y.

FOUR TUNE IN • New business totaling $300,000 was announced by CBS Radio Thursday in three separate contracts. Charles Pfizer & Co. (Candettes throat lozenges), Brooklyn, through Dowd, Redfield & Johnstone, N. Y., bought eight weekly units of daytime drama and four weekly "Impact" segments for 12 weeks beginning today (Monday). Hearst publications, N. Y., bought 10 daytime drama segments for one week starting Jan. 21 through Grey Adv., N. Y., and Dodge Div. of Chrysler Corp., Detroit, through Grant Adv., N. Y., signed for four weekly "Impact" segments for four weeks starting last Friday.

CROSS-PITCHING • Group of movie exhibitors in Cincinnati has signed for 52-week sponsorship on WKRC-TV that city covering weekday weathercasts (*Daryl Parks and the Weather* at 6:25 p.m.), station reported last week. WKRC-TV said it believes this to be "first" for long-term contract of regular tv show by movie exhibitor group. Involved are S & S Enterprises, the Bein circuit, Ackerman Enterprises and Hill circuit—comprising downtown, neighborhood and drive-in theatres. Promotion will stress that features advertised will not be seen on tv for at least seven years. Station, meanwhile, will promote movies and movie-going during its late night tv feature film showings.

CROSS COUNTRY • Charles Pfizer & Co. (agricultural chemical products), Brooklyn, N. Y., has signed 26-week contract for 902 spot participations on *Cross Country,* weekly half-hour film series scheduled to start on 40 tv stations in 15 states Jan. 27. Purchase was handled by Leo Burnett Co., Chicago, and covers most of markets.

Series is being produced by Cross Country Network Inc., wholly-owned subsidiary of Fred Niles Productions Inc., Chicago-Hollywood film firm, and is designed for rural viewers. It consists of filmed reports, interviews and features, with local station radio-tv farm directors supplying live on-the-spot news, weather and market reports.

CHESTERFIELD SPECIAL • Liggett & Myers (Chesterfields), N. Y., has bought another NBC-TV special show, starring Dean Martin, to be presented Feb. 1. McCann-Erickson, N. Y., is agency.

NETWORK LAUNCHING • Van Camp Sea Food Co., Terminal Island, Calif., this week launches 14-week, $500,000 tv campaign for Chicken of the Sea tuna. Company will use four daytime tv network programs: *Queen for a Day* and *It Could Be You* on NBC-TV; *The Verdict Is Yours* and *As the World Turns* on CBS-TV.

Van Camp is sponsoring each program for a quarter-hour every other week, the two CBS-TV shows on Tuesday, the two NBC-TV shows on Wednesday, using buying procedure that gives sponsor advantage of special contiguous rates offered by both networks.

Agreement for exchange of commercials with other advertisers participating in programs has been worked out to give Chicken of the Sea alternate week plugs on other days.

Filmed commercials for White Star tuna, alternate label to Chicken of the Sea in certain markets, will be fed into those cities through network facilities.

Van Camp agency: Erwin Wasey, Ruthrauff & Ryan, L. A.

THE OTHER VIEW

Agency executives have received a letter from William H. Hylan, CBS-TV vice president of sales administration, that makes this point:

The total volume nighttime network viewing has gone up more in 1957 than in any of the past five years.

Reasons for the climb, according to Mr. Hylan, are (1) the addition of 3.5 million tv homes in 1957, (2) the average family is spending more time watching evening tv than in 1956 and (3) the family is spending more evening tv time with network programs. Each of the three networks, he emphasized, "is delivering a bigger average nighttime audience" that it did in 1956.

Acknowledging that competition among the three tv networks is "keener" than ever before, he labeled as "completely false" the "current tv season's most frequently-heard cliche" that sponsors are getting small audiences because of three-network competition.

Edsel, Nielsen Figures Indicate 'Wagon Train' Helped Sell Cars

Strictly aside from ratings, has network tv helped Ford Motor Co. sell its new Edsel?

The answer apparently is yes—according to figures released by A. C. Nielsen Co. and Ford's Edsel Div. involving its sponsorship of *Wagon Train* on NBC-TV.

Edsel reports its automobile sales have exceeded those of "two long-established medium-priced cars" in 28 states and rank sixth among "eight medium-priced makes in the central, southern and midwest regions." Actual sales data was not released.

Edsel deems it significant that the sales curve shot upward when it started co-sponsoring *Wagon Train* in late October and since it "began taking *Disneyland* (ABC-TV) in the ratings."

Edsel quoted Nielsen ratings on *Wagon Train* (Nov. 13 and 20 programs) of 27.7 in average audience and 35.1 in total audience as against 24.8 and 33.2 for *Disneyland.*

COMING SOON!

TV's PROPELLING
NEW FORCE . . .

Aimed to hold AUDIENCES week after week!

A&A SHORTS

Foote, Cone & Belding has closed its Hollywood office and consolidated Southern California staff into single headquarters in Los Angeles Statler, 900 Wilshire Blvd.

Gray & Rogers, Philadelphia, announces opening of contact office at 744 Broad St., Newark, N. J. Richard N. Gulick, board of directors, Nopco Chemical Co., Harrison, N. J., appointed manager of new office.

Borden Co. reports formation of new division, Borden's Milk & Ice Cream Co. New company will unite Borden's milk and ice cream operations—both broadcast advertisers—into one corporate entity. Borden Vice President **Francis R. Elliot** is to head new division as president, while ice cream General Manager **Harry L. Arches** becomes new vice president.

Allan J. Copeland Adv., member of Midwestern Adv. Agency Network, announces opening of new quarters in Lincoln Tower, 75 E. Wacker Drive, Chicago 1. Telephone: Central 6-8586.

Lawrence Kane & Artley Inc. has moved to 405 Park Ave., N. Y. 22. Telephone: Plaza 1-4120.

AGENCY APPOINTMENTS

Pepsi-Cola appoints Robert Acomb Inc., Adv., Cincinnati, Ohio, to handle advertising for its plants in Hamilton, Ripley, Portsmouth and Cincinnati, all Ohio, and Lexington, Ky.

John H. Breck Inc., Springfield, Mass., names Spellman Assoc. Inc., Boston, for undisclosed new product in cosmetic field to be introduced in 1958.

Minute Maid Corp., N. Y., formerly handled by Ted Bates & Co., appoints Hilton & Riggio Inc. that city.

Haviland China of New York names Arndt, Preston, Chapin, Lamb & Keen, effective Feb. 1.

American Electronics Inc., L. A. (Berlant-American tape recorders), appoints Carson-Roberts Inc. that city.

Sears, Roebuck, Baltimore, names W. B. Doner & Co. that city.

Travellers Luggage Co., N. Y., appoints Rose-Martin Inc. that city.

General Beauty Products, division of Coty products, appoints BBDO, N. Y., for its Lilly Dache, Lucien Lelong and Marie Earle products, effective Jan. 15.

Capri Equipment Co., L. A., has named Erwin Wasey, Ruthrauff & Ryan that city to handle advertising for Capri swimming pools, currently distributed in Southern California, with plans for establishing dealerships throughout country this year.

Roselux Chemical Corp. (Rose-X bleach, liquid starch, Crisp plastic starch, ammonia, French-Style bluing, Fluffy rinse), Brooklyn, N. Y., appoints Keyes, Madden & Jones, N. Y. and Chicago, to handle its advertising.

ABC WISHES COHEN HADN'T TALKED

- **Ex-gangster's interview costs stiff suit settlement**
- **L. A. police collect for Mike Wallace guest's cracks**

MICKEY COHEN

$68,962.64 Worth of Talent

Damage suits for $3 million, filed by Los Angeles Chief of Police William H. Parker and Capt. James Hamilton of the police intelligence squad against Mickey Cohen, Mike Wallace, American Broadcasting Co., Philip Morris Inc. and N. W. Ayer & Son [NETWORKS, July 15, 1957] were settled out of court Thursday for $68,962.64.

The suits stemmed from statements about the two officers made by Mickey Cohen, ex-convict who is carrying on a running feud with the Los Angeles police department, on the May 19 telecast of ABC-TV's *Mike Wallace Interviews,* sponsored by Philip Morris through N. W. Ayer. Both plaintiffs alleged that Mr. Cohen's remarks were "slanderous and libelous." Both declared that their demand for a correction had not been met by the retraction and apology made by Oliver Treyz, ABC-TV vice president on the Mike Wallace program May 26.

Chief Parker, who had sued for $2 million, received $45,975.09 in the settlement. Capt Hamilton, suing for $1 million, received $22,987.55. Settlement was made on behalf of Mr. Wallace, the network, the sponsor and the agency, but what part of the total each contributed was not revealed. Mr. Cohen, who on Tuesday filed a $500,000 suit against Chief Parker and Capt. Hamilton in federal court, charging them with violating his civil rights, did not sign the settlement agreement. However, a motion for dismissal of the suits against him, filed by the plaintiffs, was considered almost certain.

After Judge Clyde C. Triplett of the Los Angeles Superior Court had signed the judgment dismissing the suits, Robert P. Myers of Lillick, Geary, McHose, Roeghke-Myers, attorneys for the defendents, read this statement:

"American Broadcasting Co., Mike Wallace, Philip Morris and N. W. Ayer & Son all regret the most unfortunate, unexpected and profoundly regrettable Mike Wallace broadcast of May 19, 1957. On behalf of all of them, we repeat our regret that the statements made on the program were broadcast. We further want to express our appreciation for the fair attitude shown by Chief Parker, Capt. Hamilton and Messrs. Halverson and Binford [attorneys for the plaintiffs] which has led to the settlement of this litigation so far as our clients are concerned."

Howard M. Binford and Byron Halverson, attorneys for the plaintiffs, issued the following statement: "Speaking on behalf of our clients and ourselves, we are appreciative of the fact that the American Broadcasting Co. has realized and acknowledged its responsibility in this matter."

Still pending is the $2 million suit against the same defendents of C. B. Horrall, former police chief of Los Angeles, who also alleges damages from Mr. Cohen's remarks on the May 19 telecast. Former Los Angeles Mayor Fletcher Bowren demanded a full retraction but has taken no further legal action. Under California law, such action may be taken at any time during the year following the date the alleged damages were inflicted.

Network Tv Audience At All Time High—TvB

With the first 11 months of 1957 accounted for, the tv audience (network) was at an all-time high last year with each month exceeding the comparable monthly audience of the previous year (1956).

This is the finding released Thursday by Television Bureau of Advertising, which in the process made an oblique reference to Cunningham & Walsh's 10th annual Videotown Tv Study. In that study, C & W found viewing habits stabilized with a "creative vitality" in programming needed to substantially increase audience size [LEAD STORY, Dec. 9, 1957]. A month before Videotown's release, C & W President John P. Cunningham had spoken out sharply against what he labeled the "boredom factor" in tv, warning that television, an "important advertising tool," may be "in danger of being blunted and dulled."

TvB asserted that its figures (as compiled by A. C. Nielsen Co.) are "in contrast with the worn, yet unsubstantiated phrase these days [of] 'the boredom factor of television'."

According to TvB, the evening network tv advertiser reached 19% more homes in 1957 than in 1956 (based on January-November) and the average daytime tv advertiser reached 10% more homes in the comparisons. In homes reached per broadcast: average evening network program, 1,325,000 more last year than in the preceding year; average weekday daytime programs, 272,000.

Harvey Spiegel, TvB's assistant research

the

last word

in top ratings and
unduplicated homes . . .

THE
seven o'clock
FINAL

Jerry Strong
entertainment news
7:00–7:05 p.m.,
Monday–Friday

Bill Malone
sports news
7:05–7:10 p.m.,
Monday–Friday

Del Malkie
local news, weather
7:10–7:15 p.m.,
Monday–Friday

* weekly cumulative rating,
THE SEVEN O'CLOCK FINAL: . . **24.7%**
* WTOP-TV entertainment news, local news and weather, 6:30–6:45 p.m.: . . **21.6%**
* WRC-TV news, weather and sports, 6:30–6:45 p.m.: **15.6%**
* WTTG news, weather and sports, 6:15–6:30 p.m.: **10.2%**

* The SEVEN O'CLOCK FINAL reaches 184,225 unduplicated homes each week. WTOP-TV's similar show, 161,103. WRC-TV's, 116,353. WTTG's, 76,077.
*ARB, November, 1957; Television Magazine November set count.

in short . . . **the seven o'clock final** *is the* **last word** *for sales in* **Washington**

wmal-tv

maximum power on channel **7** **WASHINGTON, D.C.**
AN *EVENING STAR* STATION *Represented by H-R Television, Inc.*

director, in commenting on the report also noted that the average evening program increase for 1957 over 1955 was 39%, and the average weekday program increase, those same years, was 31%. Here is the trend in network tv program audience, as tabulated:

THE TREND OF NETWORK TV PROGRAM AUDIENCES
1955, 1956, 1957
JANUARY THROUGH NOVEMBER OF EACH YEAR
(NIELSEN TOTAL AUDIENCE BASIS)

	Rating %	Homes (Plus 000)	% Change
Average Evening Program			
1955 (133)	21.1	5,939	
1956 (136)	21.6	6,957	
1957 (123)	22.3	8,282	Plus 19
Average Weekday Daytime Program			
1955 (46)	8.1	2,275	
1956 (50)	8.4	2,711	
1957 (55)	8.2	2,983	Plus 10

(NOTE: Figures in parentheses are the number of programs)

Referees Carry Mikes to Give Assist to CBS-TV Bowl Viewers

Football tv fans on New Year's Day were rewarded with an assist from CBS-TV as to what happens on the field during actual play. Referees in the Cotton (Navy-Rice) and Orange (Oklahoma-Duke) bowls, both on CBS-TV Wednesday afternoon, were equipped with self-contained, hidden radio units. As a result, viewers could hear the referee's explanation of penalties and field decisions in his voice and at the exact moment made,

Apparently the system worked fine in the Orange Bowl (played at Miami, Fla.) but some technical difficulties occurred during the Cotton Bowl game at Dallas with some of the referee's words lost. The units were similar to those used at times on Ed Murrow's *Person to Person* show. A battery-operated transmitter was placed in the referee's back pocket, the microphone under his shirt and the antenna was run down the leg. The radio was on at all time with the announcer signaling the control booth when he wanted to go down to the field, cutting in on the referee's mike. During the Navy-Rice game, the difficulties encountered were traced chiefly to the fact that the pocket transmitter was running continuously, with such matters as battery change, etc., posing inconveniences.

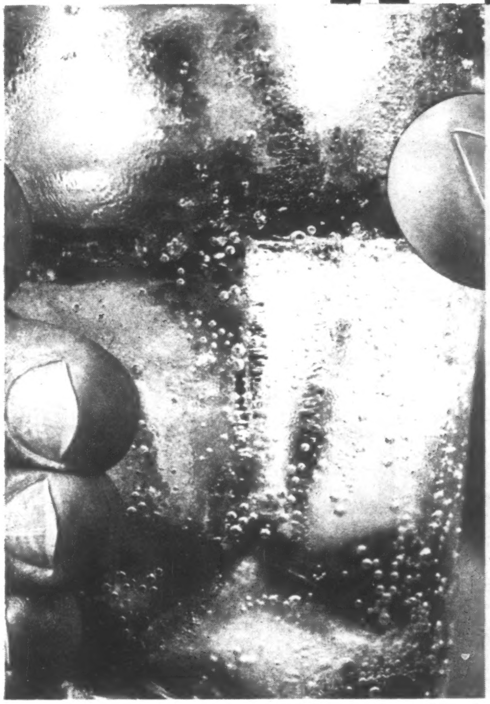
A CBS-TV spokesman noted that the network had planned to use the system a year previously but the inability to get permission from the referees involved and other such problems interfered. In the system, the referee is not aware at what moment the network is airing his voice.

Lang Elected CBS Controller

The election of Harold C. Lang, assistant treasurer of CBS Inc., to the newly created post of controller of the corporation is being announced today (Monday) by L. Byron Cherry, vice president for finance and management services of CBS Inc.

Mr. Lang joined CBS as assistant treas-

SKOAL
PROSIT
CHEERS
SALUDE
A VOTRE SANTE



We're starting the New Year with a special fifth....
our FIFTH YEAR OF TELECASTING.... and with *a salute to our viewers and advertisers,* who have helped immeasurably in keeping us THE FIRST TV STATION IN SHREVEPORT.

Viewers PREFER our station! The proof lies in the November ARB which gives us 7 of the TOP 10 shows.... 19 of the TOP 25!

Advertisers PREFER us, because of our PERFORMANCE story. Let your Raymer man "set 'em up", while he tells you that story.... he knows it well *and likes to tell it!*

KSLA TV

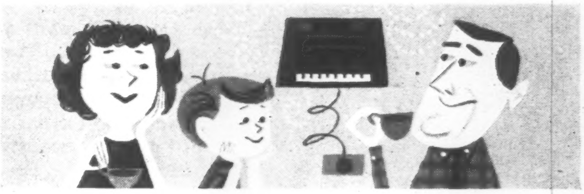
basic CBS *channel* 12 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

NOW, FOR THE FIRST PULSE STUDY FOR PROVES THERE IS IN THE QUALITY OF NIGHTTIME

RADIO AUDIENCES!

TIME, A SPECIAL
NBC SPOT SALES
NO DIFFERENCE
MORNING



&

Two basic facts about nighttime radio are generally accepted today: (1) A substantial nighttime radio audience exists. (2) Cost-per-thousand is as low as that of morning radio. Now there is definite proof of a vital third fact: nighttime and morning radio audiences are of the *same quality* and value to advertisers.

In a special study commissioned by NBC Spot Sales, The Pulse, Inc., compared the characteristics of evening radio listeners with those of morning radio listeners. With remarkable consistency in all of the markets studied (New York, Chicago, and San Francisco), the Pulse 1,620-interview sample proved that, for all practical purposes, *there is no difference in the quality of morning and nighttime radio audiences.* Here are highlights* of the study:

RADIO AUDIENCE CHARACTERISTICS– 3 MARKET COMPOSITE

	MORNING LISTENERS (6 TO 9 AM)	NIGHTTIME LISTENERS (7 TO 10 PM)
SOCIO-ECONOMIC LEVEL		
Upper	51.9%	50.5%
Lower	48.1	49.5
SIZE OF FAMILY		
One or Two	40.9	36.9
Three or Four	41.2	44.4
Five or more	17.9	18.7
AGE OF HOUSEWIFE		
Under 35	42.7	40.5
35 or over	57.3	59.5
EDUCATION OF HEAD OF HOUSEHOLD		
College	21.1	22.8
High School	53.2	54.3
Grade School or none	17.9	16.6
AUTOMOBILE OWNERSHIP		
Yes	79.6	76.8
No	20.4	23.2
TELEVISION OWNERSHIP		
Yes	94.0	92.8
No	6.0	7.2

ADVANTAGES OF NIGHTTIME RADIO—Add the results of the NBC Spot Sales study to the known facts about nighttime radio, and a powerful story emerges:

- No difference between nighttime and morning radio in terms of audience quality.
- A substantial nighttime radio audience exists.
- Nighttime radio cost-per-thousand is, in many cases, lower than that of morning radio.
- Greater advertising impact and memorability in commercially uncrowded nighttime hours.
- Greater separation from competing product commercials.
- Considerably more freedom of choice of commercial location.
- Attractive discount plans available to nighttime advertisers.
- Greater variety of program types during nighttime hours.

All indications point to a much increased use of nighttime spot radio in 1958. The time to be investigating the possibility of nighttime radio is *right now.*

*Call your NBC Spot Radio Salesman today for all the details of the new study on the quality of nighttime radio audiences.

WRCA, NEW YORK
WRCV, PHILADELPHIA
WRC, WASHINGTON
WAMP, PITTSBURGH

WHK, CLEVELAND
WAVE, LOUISVILLE
WMAQ, CHICAGO
KSD, ST. LOUIS
KOMO, SEATTLE-TACOMA
KNBC, SAN FRANCISCO
KGU, HONOLULU

SOLD BY NBC SPOT SALES

urer in June 1954. Before that he was with Lybrand, Ross Bros. & Montgomery, New York accounting firm, where he was in charge of the audits of some of the nation's largest companies.

Treyz: ABC-TV Outlook Now 'Best in History'

ABC-TV begins the new year with the "best prospects in its history," largely because of improved programming and the increased number of homes that can be reached in 1958 over 1957, Oliver Treyz, vice president in charge of the network, reported last week in a year-end statement.

Mr. Treyz' optimism also was reflected in ABC-TV's current billings and the network's future outlook. He said billings for 1957 will approximate $81 million. He added that since October 1957 the network is billing "at a rate of approximately $100,000 a year." For 1958, Mr. Treyz said, the network is "hopeful time sales will exceed this total."

Reviewing the past year, Mr. Treyz claimed the network "has proved without exception that it can deliver with at least as much force as its competitors." He contended that ABC-TV has risen "to the position of a fully competitive, fully-programmed network." He called improved programming and larger circulation the two primary factors in the network's ascendance and elaborated on these points in this way:

"First, there has been a substantial improvement in ABC Television's ability to provide programming service and advertising opportunities in important markets of the country out of which it had been frozen by lack of stations. At the start of 1957, ABC Television was reaching but 75% of U.S. homes on a live basis; today ABC-TV is covering nearly 85% of all U.S. tv homes live (over 94%, including delayed broadcasts). And when other new stations go on the air in 1958, ABC Television anticipates 90%-plus live coverage.

"The second factor—and the most important one to the viewers we do cover—has been programming. Huge sums have been invested in new programs this season by ABC Television. We have delivered hits in all categories against the roughest competition. *Maverick* is the hit western of the year; *Zorro* the top adventure show; *The Real McCoys* the best of the new situation comedies, and Pat Boone is the freshest and most refreshing young singer on the air. And the audience favorites of past seasons are back."

He cited Nielsen figures to show that as of November 1957, ABC-TV delivered more than 7 million homes per average minute of commercial evening time, as compared with 4,932,000 homes in November 1956. In the daytime, Mr. Treyz claimed, ABC-TV is "the number one network from 3-6 p.m."

CBS-TV 10 MONTH GROSS UP 6.8%

CBS-TV in the first 10 months of 1957 increased its gross billings 6.8% over the corresponding period in 1956, according to a year-end review of the network's activity released last week.

During the year, a total of 128 advertisers were on the network, 29 of them new to CBS-TV and 13 of these also new to network tv as a medium. The 13 included All State insurance, American Can, American Gas Assn., American Liberty Oil, Bird & Son, Carling Brewing, International Telephone & Telegraph, James S. Kemper Co., Libby-Owens-Ford Glass, Pan American Oil, Pittsburgh Plate Glass, Stroh Brewing and Sunshine Biscuit.

Among the highlights of the report:

The network's affiliates totaled 231 stations, a new high for CBS-TV. Primary affiliations gained in the year: KDKA-TV Pittsburgh, WWL-TV New Orleans, KIRO-TV Seattle, WTVD (TV) Durham-Raleigh and WMBD-TV Peoria.

The Extended Market Plan marked its third year as a sales concept, the group growing to 34 stations and 58 advertisers using one or more EMP stations. The Extended Program Service, meanwhile, chalked up a total of 65 sponsored quarter-hours per week offered, with 38 sponsors agreeing to allow some stations on the network to use their programs in the service. EMP permits advertisers to use small market stations not purchased in the national structure while EPS enables affiliates in smaller markets to broadcast designated commercial programs on a sustaining basis and with the commercial message deleted.

The use of video tape marked continued development in the year at CBS-TV, with an expectation by early summer of nine machines in operation in Hollywood and 14 in New York. Cost of installation of the tape centers and subsequent operation at the network will exceed $3 million by that time with video tape recorders operating about 600 machine hours weekly compared to 100 hours per week last year.

CBS-TV also emphasized U. S. families spent more time last year watching tv than ever before, noting gains in ratings and in the number of homes delivered.

Describing its news-gathering organizations (CBS News) as "the largest in broadcasting," CBS-TV pointed out that more special programs of news and public affairs interest were presented last year than in any previous year in the network's history. It paid particular attention, for example, to the interview (exclusive and unprecedented) of Russia's Nikita S. Khrushchev.

A full rundown of program fare in the year included capsule accounts of a number of new shows, among them such programs as *Perry Mason; Have Gun, Will Travel; The Big Record,* and many others. In the program field, CBS-TV pointed to specials such as *Cinderella* and *The Edsel Show* as well as such series as *DuPont Show of the Month, The Seven Lively Arts, Twentieth Century, Conquest* and *Playhouse 90.* In sports events, the network covered 124 major events, in football, baseball, horse racing, hockey and tennis as well as swimming and diving championships and water ski competition.

We're doing things after dark

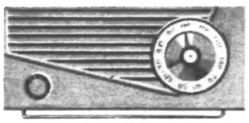
"POP PARADE"
6:15 to Midnite

WVET IS FIRST...
...your best radio buy
in Rochester, N. Y.

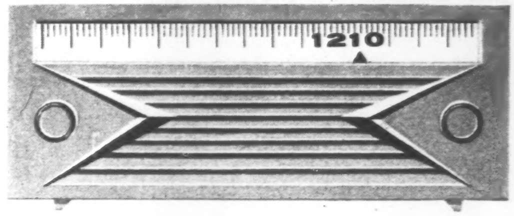
WVET
RADIO
ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING CO.

this
radio
"plays"



this
radio
WORKS



Just in case it escaped you, please note that the radio on the right is tuned to 1210 on the dial . . . and that's WCAU RADIO, CBS in Philadelphia.

The other one? Well, let's call it Station WXXX. Sure it plays all the time . . . but who does it play to? With a few personalities, concentrating on a limited type of programming, what part, if any of your market does it reach?

WCAU RADIO works as it plays . . . for it is heard by more families in Philadelphia and its suburbs than any other of the 14 local stations . . . families that annually spend 567 million dollars more than the audiences of the next highest station. And why does WCAU stand out in Philadelphia area broadcasting? . . . because we program for everybody.

With top flight authorities covering the news and sports . . . outstanding women's shows, including the popular afternoon serials . . . music shows for both the young and old . . . the best of CBS network headliners and Philadelphia's outstanding radio personalities (24 of them at last count) . . . we offer variety in programming that has meant leadership in this important market for 35 consecutive years.

you buy
responsiveness
. . . when
you
put **WCAU RADIO** *to*
work!

The Philadelphia Bulletin Radio Station | Represented Nationally by CBS Radio Spot Sales

FCC BATS FIRST IN PAY TV SET-TO

- **Pros and cons to follow Commission in three-day Hill session**
- **Hearings by Harris committee get underway early next week**

IN *preparation for hearings starting Jan. 14 on pay tv, W. E. (Ed) Williamson (l), chief clerk of the House Commerce Committee, and Rep. Oren Harris (D-Ark.), chairman of the committee, go over past records.*

The annual pilgrimages of the FCC to Capitol Hill will start earlier than usual this year—Jan. 14 to be exact. On that date, just seven days after Congress reconvenes tomorrow (Tuesday), the House Interstate & Foreign Commerce Committee will begin three days of hearings on pay tv. The Commission has been invited to be the first to testify and has indicated it will be available on that date.

Other witnesses, both for and against pay tv, will follow the Commission to the stand during the next two days. Just who, besides the FCC, will testify and in what order has not yet been determined. Last Thursday, the committee mailed the first official notices of the hearings to all parties that had requested the right to testify.

Rep. Oren Harris, chairman of the House Commerce Committee, announced last fall [AT DEADLINE, Sept. 23, 1957] that hearings on toll tv would be held early in January. Rep. Harris' statement followed by less than a week an FCC announcement that it would accept applications for toll tv on a three-year test basis, but would approve none before March 1 [LEAD STORY, Sept. 23, 1957].

Two weeks ago during an interview on KNOE-TV Monroe, La., Rep. Harris stated the hearings would begin Jan. 14 [AT DEADLINE, Dec. 30, 1957]. In that interview, Rep. Harris said the Commission has been "quite derelict in not facing it [pay tv issue] head on and reaching a final conclusion, without dilly-dallying around with some pressure groups from both sides."

Rep. Harris, who has been outspoken in his criticism of the FCC's stand that it has the authority to authorize pay tv, said he is convinced "(1) that to permit pay-as-you-see tv would be a change in policy which the Congress should decide; (2) that it would destroy the free use of the spectrum by the general public and make a utility out of the industry . . . and (3) that there is no provision of law that would permit the Commission to establish rules and regulations to adequately and properly control such procedures. Therefore, in my opinion, the principle of so-called pay tv would be against the best interests of the American public."

The first word to the Commission that it would be called on to testify at the start of of the hearings was received Thursday from W. E. (Ed) Williamson, newly-appointed chief clerk of the committee. Rep. Harris said he wants the FCC to give a general situation report on pay tv—covering everything that has transpired in the past. Chairman John C. Doerfer will take the stand and the other six commissioners will be available for questioning by committee members.

Mr. Williamson said the committee does not know if the hearings will run more than the three days now scheduled. He said they will be on the "general subject of pay tv" and not limited to any specific bill or proposal. It is expected that wired tv as well as on-the-air tv will be discussed.

While the committee does not have a list of witnesses beyond the FCC, others expected to testify (for pay tv) include Zenith, Skiatron, International Telemeter (Paramount Theatres), Teleglobe Pay Tv Systems Inc., Blonder-Tongue Labs Inc., all of which have proposed different systems for transmitting pay tv; RKO Teleradio Pictures (which has announced plans to file a pay tv application); Lou Poller, owner of now dark ch. 25 WCAN-TV Milwaukee; Raymond Kohn, owner of ch. 67 WFMZ-TV Allentown, Pa. (favors a test); WSES (TV) Philadelphia, which two weeks ago became the first to file an application for pay tv authority [GOVERNMENT, Dec. 30, 1957], and Rep. Frank Chelf (D-Ky.), an advocate for a pay tv test "in the marketplace."

The most outspoken—with many expected to make appearances at the hearings—against pay tv have been the networks, NAB, Joint Committee on Toll Tv (movie exhibitors), various labor affiliates of the AFL-CIO, Theatre Owners of America, several veterans organizations (excluding the American Legion), American Citizens Tv Committee, and several individual members of Congress.

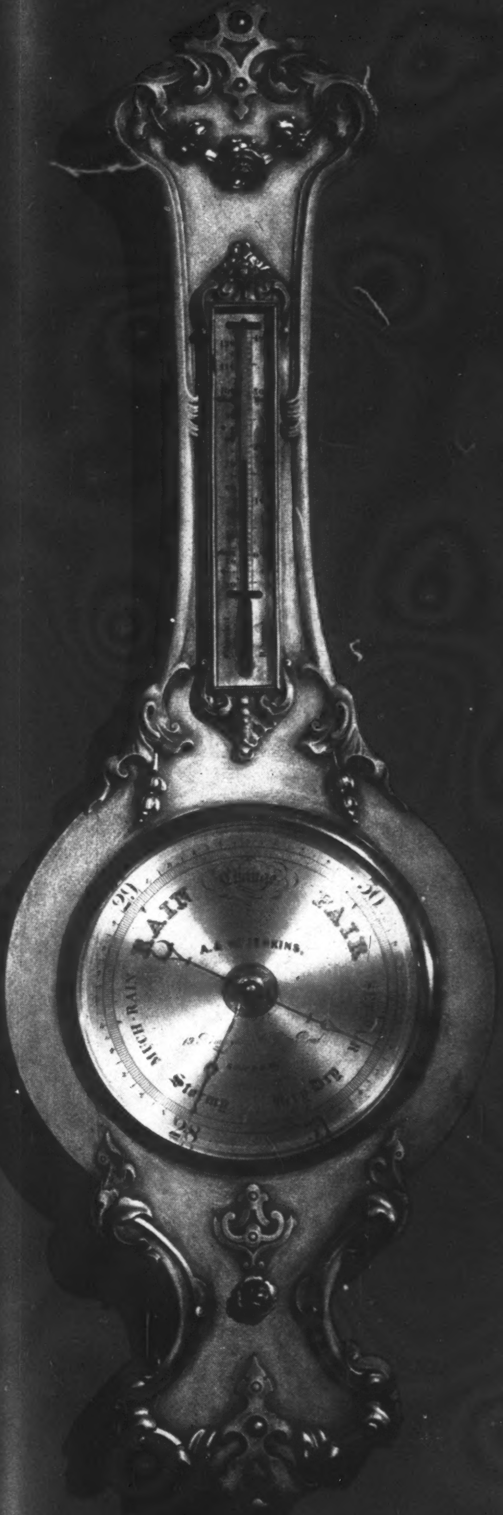
Rep. Emanuel Celler (D-N. Y.), Sen. Strom Thurmond (D-S. C.), Sen. William Langer (R-N. D.) and Sen. Charles Potter (R-Mich.) are legislators who have been most outspoken in their condemnation of toll tv. Rep. Celler and Sen. Thurmond are authors of bills to prohibit it and Sen. Langer has announced plans to introduce a bill outlawing both wired and on-the-air subscription tv.

In addition to Rep. Chelf, Sen. Andrew Schoeppel (R-Kan.) and Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, have advocated public tests of the system. Sens. Schoeppel, Potter and Thurmond are members of the Senate Commerce Committee.

Congressional mail the past six months has been heavy on the subject and in some offices has run as high as 10-1 against. There also have been several public opinion polls the past few months which show the public solidly aligned against toll tv [LEAD STORY, Nov. 18, 1957, *et seq*].

Rep. Harris conducted a running word-battle with the Commission all last summer on that body's stand that it has the authority to authorize pay tv, first taken publicly last

Coming Soon!
TV's PROPELLING NEW FORCE...
Aimed to hit SALES records for you!


RAIN
FAIR
MUCH RAIN
Stormy
Very Dry
29
30

WHAT DOES THE BAROMETER OF BROADCASTING READ?

NOT IN A FULL DECADE has a new year's outlook for American business been so beleaguered by imponderables as is the panorama 1958 brings. For in the spectrum of qualified opinion are mixed parts of optimism, caution, and some black bands of pessimism.

Your business — whether it embraces television, radio or the parallel fortunes of both — is, by nature, infinitely resonant to the nationwide tempo of *ALL* business.

Will consumer demand (and purchasing urge) sustain today's pace of industrial production?

Will 1958's sales potentials warrant a continued climb in advertising investments?

Will the electronic media still gain — or lose — in their share of this new year's total advertising budget?

In short, how goes the barometer of broadcasting business? Is this a time for confidence — or for uncertainty?

> On February 24 — with a unique and special issue keynoted to the theme of *"Perspective: '58"* — BROADCASTING attempts to answer some of these imponderables . . . and answer them with reportorial fact instead of with any gift (or guess) of prophecy.

In business — as with seamanship — one must navigate by *known* landmarks, fixed features (economic or celestial), and the common sense that comes with experience.

"Perspective: '58" will render a significant and authentic service to the business of broadcasting in two important ways: (1) by reviewing and compiling the first *complete* perspective on TV-radio progress during 1957; and (2) by projecting its trends forward into 1958 — statistically, as well as with the borrowed

skill of top economic and advertising experts best qualified to analyze them.

"Perspective: '58" sets for itself a comprehensiveness of task that could *only* be assumed by BROADCASTING, *the* leading businessweekly of television and radio . . . an assignment, in fact, of dimensions seldom essayed by *any* trade publication in *any* area of business.

> It is more than prediction to assert that *"Perspective: '58"* will be minutely studied from cover to cover by every responsible executive throughout the field of television and radio advertising.

The factual report it will deliver represents months of diligent questing by the largest, most competent editorial staff in TV-radio business . . . an authoritative round-up of everything pertinent to intelligent evaluation of what lies ahead of today's broadcasting business.

Achievements of such editorial caliber have earned BROADCASTING an unapproachable leadership through the past 26 years. More tangibly, they have also won PAID circulation greater than that of the next three TV and radio business papers combined.

"Perspective: '58" will find a prominent place upon the desks of advertisers, their agencies, and station management from coast-to-coast — not just during the week of February 24, but for many months thereafter. Within the factual forum of its pages lies an ideal opportunity for *your* advertising to tell them *about you!*

Deadline: February 6 for proofs; February 13 final deadline. It's one no TV or radio station advertiser with a 20/20 vision on the future will let go unheeded. Regular rates and sizes prevail.

The Most Complete and Authoritative Review of Television and Radio Progress, Trends and Prospects—"PERSPECTIVE: '58" —Will Bring the TV, Radio and Advertising Business Such Important Features as These:

- a complete tabulation of estimated 1957 radio and TV net time sales (local, spot and network) — as compiled by BROADCASTING. (These will be related to official FCC figures of previous years.)
- a comprehensive analysis of how radio and TV advertising probable volume in 1958 relates to general economic trends . . . a feature calling upon the considered judgment of many top economic, business and advertising experts.
- a review of progress in radio audience research and TV audience research—individually presented, and seeking to anticipate 1958's trends in program tastes as well as changing listening/viewing habits.
- a resume of TV and radio growth, measured in the increased number of operating stations, expanded facilities, and economic investment.
- an examination of how television has influenced the size and organizational structure of advertising agencies.
- investigation of the effect subscription television may have (if authorized on the air) upon both TV and radio commercial stations.
- a forecast, calling upon progress facts and known plans, of 1958's developments in TV film syndication.
- an authoritative review of the past year's advances in sale of television and radio station properties.
- a factual report on technical developments during 1957 which already has — or may — influence the operation of TV and radio broadcasters.

IN SHORT* — a thorough roster of inquiry into all the factors that spell success (or problems) for the business of broadcasting during the year ahead. *There can be no more graphic or essential framework in which to display the advertising advantages you offer today's planners and buyers of TV or radio time!

BY THE BYE — The BROADCASTING Radio Yearbook, traditionally published each year in January, will now be combined with the former Telecasting Yearbook and issued as a combined and all-inclusive BROADCASTING YEARBOOK during the early Fall. This special *"Perspective: '58"* issue thus affords the most compelling medium for advertisers previously represented in the Radio Yearbook at the year's start.

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Western Sales Manager: Bill Merritt

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W. Washington 6, D. C.
A member of the Audit Bureau of Circulations

May [GOVERNMENT, May 27, 1957] when the FCC asked for comments on pay tv. On June 6 [GOVERNMENT, June 10, 1957], Mr. Harris asked the FCC to justify its pay tv stand and George C. McConnaughey, then FCC chairman, replied the Commission has the legal power to authorize pay tv but had not prepared a legal conclusion in writing.

Expressing "amazement" at the FCC's position, Rep. Harris called it a "shocking disregard of the rights of interested parties and the rights of the general public as well [GOVERNMENT, July 8, 1957]." The Commission then adopted its "Memorandum of Law Concerning Authority of the Federal Communications Commission to Authorize Subscription Television."

U. S., Russia Reach Agreements In Cultural Exchange Parleys

The U. S. and Russia have agreed on some points in their negotiations on cultural exchange, but neither side would say last week what the points are. Radio and television programs are involved in talks which have been going on since October between Soviet Ambassador Georgi N. Zaroubin and William S. B. Lacy, special assistant to the U. S. secretary of state for East-West exchange.

The *New York Times* last week reported an agreement "in principle" and said it should lead this year to an exchange of information and experts in science, industry and the arts. There has been no action yet, however, on radio-tv programs, films or broadcast-jamming, the newspaper said. The State Dept., answering queries raised by the *Times* report, said nothing would be announced specifically until all points have been covered in the East-West negotiations, which continue.

In its description of what types of people might travel between the two countries under the preliminary agreement, the *Times* mentioned newspapermen, scientific, industrial, construction and agricultural experts, teachers, students, artists and athletes. Broadcast media experts were not mentioned.

FCC, Others to Witness 'SP'

The FCC, interested members of Congress and the Washington press will have a chance to judge for themselves the merits of the much-publicized new advertising technique, "subliminal projection," on Jan. 13 at special demonstrations in WTOP-TV Washington's Broadcast House studios. The demonstrations, one for the government officials at 11 a.m. and another for the local press at noon, will be presented by the Subliminal Projection Co. of New York City over closed-circuit facilities of the station.

Panel Okays WTVD (TV) Tower

The Air Space Panel of the Air Coordinating Committee has recommended FCC approval for WTVD (TV) Durham, N. C., to build a tower 1,498 feet above ground, southeast of Durham.

WOMEN

. . . have the BUYING POWER and the INFLUENCE!

. . . and in SHREVEPORT women watch Channel 3, KTBS-TV Weekdays, Monday thru Friday . . .

(according to these rated quarter-hours from the new Nov. 1957 ARB Survey)

Breakfast finished . . . and the kids off to school . . . then a morning of good viewing . . .

	Chan. 3	Sta. B
9:30	3	2
9:45	4	1
10:00	5	0
10:15	5	0
10:30	5	0
10:45	5	0
11:00	5	0
11:15	5	0
**11:30	4	0
11:45	3	2
** 1 tie	44	5

—and Channel 3 WINS* 44 to 5

Lunch dishes done and they watch all afternoon, 'til it's time to start dinner . . .

	Chan. 3	Sta. B
1:00	5	0
1:15	5	0
**1:30	2	2
**1:45	3	1
2:00	5	0
2:15	5	0
2:30	5	0
2:45	5	0
3:00	5	0
3:15	5	0
3:30	5	0
3:45	1	4
4:00	5	0
4:15	5	0
** 1 tie	61	7

—and Channel 3 WINS* 61 to 7

While Mom cooks dinner, the kids choose their own programs . . .

	Chan. 3	Sta. B
4:30-5:00	10	0
5:00-5:30	6	4
	16	4

—and Channel 3 WINS* 16 to 4

* Nov. 1957 ARB Metro Shreveport Survey

SHREVEPORT LOUISIANA

Channel 3 KTBS TV

NBC ABC

SHREVEPORT, LOUISIANA

E. NEWTON WRAY, Pres. and Gen. Mgr.

See your nearest Petry Man for complete details and availabilities

RADIO REVENUE UP 6% IN 1956—FCC

- **Time, talent $480.6 million**
- **Total radio profits up 7%**

Total radio revenue from the sale of time and talent was $480.6 million in 1956, the FCC reported last week.

This was a 6% gain over the $453.5 million revenue of 1955.

The figures were reported in the FCC's 1956 annual tabulation of radio station and network financial data, issued last Thursday.

Total radio network and station profit before federal income taxes in 1956 was up, too—$49.2 million in 1956 compared to $46 million in 1955, a 7% gain.

But not all elements of radio shared in the profit increases.

Seven networks—four national and three regional—plus 19 owned stations took in total revenues of $70.2 million in 1956, but their profit before federal taxes totaled only $364,000. This was 93.8% below the $5.9 million they took in as income in 1955, and well below the $8.2 million in 1954, $10.4 million in 1953 and $11.2 million in 1952.

In fact, revenue from network time sales was down even for the 2,896 non-network owned outlets. They took in $7,302,000 in 1956 from national network time sales, but this was 40.9% below the 1955 figure.

But everywhere else, revenues and profits showed a bounding rise.

The FCC's release last week showed total revenues for radio and television at $1.8 billion—of $1.4 billion excluding commissions and production and talent expenditures by companies not under FCC jurisdiction. This is 15% over 1955.

Tv revenues reached $896.9 million, 20.4% over 1955. These had been reported last summer [GOVERNMENT, Aug. 26, 1957]. Radio revenues were $480.6 million, up 6%.

Combined radio-tv profits, before federal taxes, were $238.8 million, up 21.7%. Tv profits were $186.9 million, up 26.2%; radio's were $49.2 million, up 7%.

Total revenues of all radio stations, aside from the seven networks and their 19 owned stations, went almost 10% higher than in 1955—up 9.4% to $410.4 million. Profits were $48.8 million, up 21.7%.

The sale of radio network time reached $48.4 million, a drop of 24.4%. But national spot was $145.5 million, up 20.8% and local advertising climbed to $297.8 million, up 9.5%.

Losses were reported by 849 radio stations—29.3% of the total. This compares to 27.5% of the stations reporting losses in 1955.

Fm stations reported a total revenue of $2.4 million, compared to $1.9 million in 1955.

Thirty-six of 51 fm stations owned by non-am licensees reported losses in 1956. This compares to 31 out of 38 in 1955.

In a listing of more than 225 communities in which there were more than three sta-

(*Additional tables, pages 54-55*)
(*Text continues on page 56*)

RADIO-TV FINANCES: 1956 AND 1955

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO [1] AND TELEVISION BROADCAST SERVICES

1955—1956

Service	1956	1955	Per cent Increase or (Decrease) in 1956
	($ Millions)		
	Total Broadcast Revenues		
Radio	$ 480.6	$ 453.4	6.0
Television	896.9	744.7	20.4
Industry Total	$1,377.5	$1,198.1	15.0
	Total Broadcast Expenses		
Radio	$ 431.4	$ 407.4	5.9
Television	707.3	594.5	19.0
Industry Total	$1,138.7	$1,001.9	13.7
	Broadcast Income (before Federal Income Tax)		
Radio	$ 49.2	$ 46.0	7.0
Television	189.6	150.2	26.2
Industry Total	$ 238.8	$ 196.2	21.7

[1] Includes am and fm broadcasting.

Note: 1956 radio data covers the operations of four nationwide networks and three regional networks, 2,915 am and am-fm and 51 independent fm stations. 1955 data is for the same networks and 2,704 am-fm and 38 independent fm stations. 1956 tv data covers the operations of three networks and 474 stations. 1955 data is for four networks and 437 stations (three networks after Sept. 15, 1955, when DuMont ceased network operations).

DISCRIMINATING

buyers consistently buy the consistently proven #1 TV station (KJEO-TV) in the fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies . . . get more for your monies . . . on KJEO-TV Fresno. ACT TODAY!

...what a "business" card!

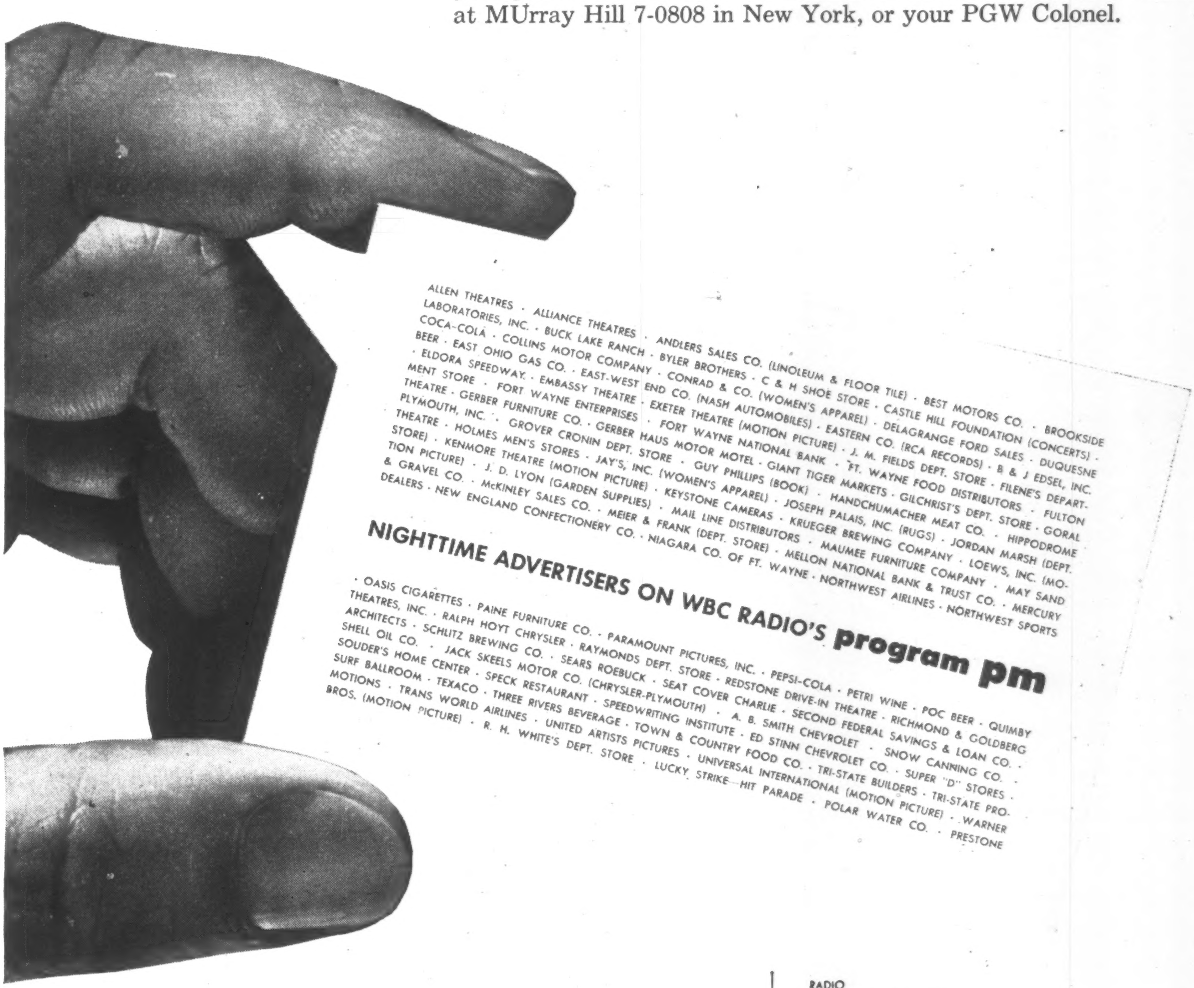
So, nighttime radio's dead, is it?

Just take a look at the 94 national, regional and local advertisers who say "it ain't so!"

They're convinced that WBC's "*Program PM*" can, and does, sell like crazy!

We'll admit that lots of people watch TV, but so do *lots* of people *listen* to nighttime radio . . . especially when it's "*Program PM*".

To get their ear, to prove that *No Selling Campaign is Complete Without the WBC Stations*, put "*Program PM*" to work for your product. Call A. W. "Bink" Dannenbaum, Jr., WBC VP-Sales, at MUrray Hill 7-0808 in New York, or your PGW Colonel.



ALLEN THEATRES · ALLIANCE THEATRES · ANDLERS SALES CO. (LINOLEUM & FLOOR TILE) · BEST MOTORS CO. · BROOKSIDE LABORATORIES, INC. · BUCK LAKE RANCH · BYLER BROTHERS · C & H SHOE STORE · CASTLE HILL FOUNDATION (CONCERTS) · COCA-COLA · COLLINS MOTOR COMPANY · CONRAD & CO. (WOMEN'S APPAREL) · DELAGRANGE FORD SALES · DUQUESNE BEER · EAST OHIO GAS CO. · EAST-WEST END CO. (NASH AUTOMOBILES) · EASTERN CO. (RCA RECORDS) · B & J EDSEL, INC. · ELDORA SPEEDWAY · EMBASSY THEATRE · EXETER THEATRE (MOTION PICTURE) · J. M. FIELDS DEPT. STORE · FILENE'S DEPARTMENT STORE · FORT WAYNE ENTERPRISES · FORT WAYNE NATIONAL BANK · FT. WAYNE FOOD DISTRIBUTORS · FULTON THEATRE · GERBER FURNITURE CO. · GERBER HAUS MOTOR MOTEL · GIANT TIGER MARKETS · GILCHRIST'S DEPT. STORE · GORAL PLYMOUTH, INC. · GROVER CRONIN DEPT. STORE · GUY PHILLIPS (BOOK) · HANDCHUMACHER MEAT CO. · HIPPODROME THEATRE · HOLMES MEN'S STORES · JAY'S, INC. (WOMEN'S APPAREL) · JOSEPH PALAIS, INC. (RUGS) · JORDAN MARSH (DEPT. STORE) · KENMORE THEATRE (MOTION PICTURE) · KEYSTONE CAMERAS · KRUEGER BREWING COMPANY · LOEWS, INC. (MOTION PICTURE) · J. D. LYON (GARDEN SUPPLIES) · MAIL LINE DISTRIBUTORS · MAUMEE FURNITURE COMPANY · MAY SAND & GRAVEL CO. · McKINLEY SALES CO. · MEIER & FRANK (DEPT. STORE) · MELLON NATIONAL BANK & TRUST CO. · MERCURY DEALERS · NEW ENGLAND CONFECTIONERY CO. · NIAGARA CO. OF FT. WAYNE · NORTHWEST AIRLINES · NORTHWEST SPORTS

NIGHTTIME ADVERTISERS ON WBC RADIO'S **program pm**

· OASIS CIGARETTES · PAINE FURNITURE CO. · PARAMOUNT PICTURES, INC. · PEPSI-COLA · PETRI WINE · POC BEER · QUIMBY THEATRES, INC. · RALPH HOYT CHRYSLER · RAYMONDS DEPT. STORE · REDSTONE DRIVE-IN THEATRE · RICHMOND & GOLDBERG ARCHITECTS · SCHLITZ BREWING CO. · SEARS ROEBUCK · SEAT COVER CHARLIE · SECOND FEDERAL SAVINGS & LOAN CO. · SHELL OIL CO. · JACK SKEELS MOTOR CO. (CHRYSLER-PLYMOUTH) · A. B. SMITH CHEVROLET · SNOW CANNING CO. · SOUDER'S HOME CENTER · SPECK RESTAURANT · SPEEDWRITING INSTITUTE · ED STINN CHEVROLET CO. · SUPER "D" STORES · SURF BALLROOM · TEXACO · THREE RIVERS BEVERAGE · TOWN & COUNTRY FOOD CO. · TRI-STATE BUILDERS · TRI-STATE PROMOTIONS · TRANS WORLD AIRLINES · UNITED ARTISTS PICTURES · UNIVERSAL INTERNATIONAL (MOTION PICTURE) · WARNER BROS. (MOTION PICTURE) · R. H. WHITE'S DEPT. STORE · LUCKY STRIKE—HIT PARADE · POLAR WATER CO. · PRESTONE

**WESTINGHOUSE
BROADCASTING
COMPANY, INC.**

WBC

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX
WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.

BROADCASTING VS. FCC

In February last year, BROADCASTING ran its estimate of radio net time sales for 1956 in its annual radio yearbook. This was based on a questionnaire to a large representation of the 3,000 radio broadcasters in the U. S. It is interesting to compare BROADCASTING's estimates with those reported last week by the FCC.

Class	BROADCASTING	FCC
National Network	$ 46,926,000	$ 44,839,000
Regional & Misc. Network	4,807,000	3,585,000
National & Regional Non-Network	141,592,000	145,461,000
Local	293,564,000	297,822,000
TOTAL	$486,889,000	$491,707,000

HOW AM STATIONS FARED

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS

1955—1956

($ Thousands)

Item	Amount 1956	Per Cent of Increase (Decrease)
Number of stations	2,896[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 7,302	(40.9)
b. Regional networks	2,348	2.8
c. Miscellaneous networks and stations	783	27.9
Total	10,433	(31.6)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	125,530	20.2
b. Local advertisers and sponsors	287,522[2]	9.4
Total revenues from non-network time sales	413,052	12.4
Total time sale revenues	423,485	10.7
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	38,422	19.1
Net time sale revenues	385,063	9.9
B. Revenues from incidental broadcast activities:		
Talent	12,575	(4.4)
Sundry broadcast revenues	11,346	7.9
Total revenues from incidental broadcast activities	23,921	1.1
Total broadcast revenues	408,984	9.4
C. Total broadcast expenses of stations	359,793	7.9
D. Broadcast income (or loss) before federal income tax	$ 49,191	21.6

[1] 2,686 stations reported in 1955.

[2] **Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.**

Note: Excludes 51 independently operated fm stations.

RADIO FINANCES: 1956 AND 1955

BROADCAST REVENUES, EXPENSES AND INCOME OF RADIO BROADCAST SERVICES

1955—1956

Item	1956 ($ Millions)	1955 ($ Millions)	Per Cent Increase or (Decrease) 1956
Total Broadcast Revenues			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 70.2	$ 78.3	(10.4)
Other radio stations[2]	410.4	375.0	9.4
Total	$480.6	$453.3	6.0
Total Broadcast Expenses			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 69.8	$ 72.4	(3.6)
Other radio stations[2]	361.6	335.0	7.9
Total	$431.4	$407.4	5.9
Broadcast Income (before federal income tax)			
4 nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ .4	$ 5.9	(93.8)
Other radio stations[2]	48.8	40.1	21.7
Total	$ 49.2	$ 46.0	7.0

[1] Includes the operations of 19 network owned stations in 1955 and 1956.

[2] Includes 2,724 am, am-fm or independent fm stations in 1955 and 2,947 in 1956.

HOW FM STATIONS FARED

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS

1955—1956

Item	1956 No. of Stations	1956 Amount (Millions)	1955 No. of Stations	1955 Amount (Millions)
Total Fm Broadcast Revenues				
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	302	...	332	...
Reporting fm revenues	119	$1.0	123	$0.9
Non-am licensees	51	1.4	38	1.0
Total Fm Stations	472	$2.4	493	$1.9
Total Fm Broadcast Expenses				
Fm Stations Operated by:				
Non-am licensees	51	$1.8	38	$1.4
Industry Total	...	...[1]	...	...[1]
(Fm Broadcast Income (before federal income tax)				
Fm Stations Operated by:				
Non-am licensees	51	$(0.4)	38	$(0.4)
Industry Total	...	...[1]	...	...[1]

( ) Denotes loss.

[1] In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data was readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

HOW MANY AMS ARE LOSING MONEY

NUMBER OF AM RADIO STATIONS CLASSIFIED BY YEAR LICENSED SHOWING THE NUMBER REPORTING AND THE NUMBER REPORTING A LOSS
1955—1956

				Year Licensed				
Item	All Stations[1]	1941 and Prior Years[2]	1946-1951	1952	1953	1954	1955	1956
A. Total Stations Reporting in 1956	2,902	862	1,337	85	142	158	146	172
Number Reporting a Loss in 1956	849	234	353	29	41	42	50	100
Per Cent Loss in 1956	29.3	27.2	26.4	34.1	28.9	26.6	34.2	58.1
B. Total Stations Reporting in 1955	2,692	853	1,326	82	140	153	138	...
Number Reporting a Loss in 1955	741	227	335	22	38	41	78	...
Per Cent Loss in 1955	27.5	26.6	25.3	26.8	27.1	26.8	56.5	...

[1] Excludes 13 key stations of networks in 1955 and 1956.
[2] 63 stations, licensed during the war years 1942-1945, are also included in this group.

FM STATIONS REPORTING LOSSES—1955-1956

36 of 51 fm stations operated by non-am licensees reported losses from operations during 1956 and 31 of 38 such stations reported losses from operations during 1955.

RADIO NETWORKS AND ALL STATIONS

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS
1955—1956
($ Thousands)

Item	Amount 1956	Per Cent of Increase (Decrease)
Number of networks	7[1]	
Number of stations	2,915[2]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 44,839	(25.6)
b. Regional networks	2,802	(12.4)
c. Miscellaneous networks and stations	783	27.9
Total	48,424	(24.4)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	145,461	20.8
b. Local advertisers and sponsors	297,822	9.5
Total revenues from non-network time sales	443,283	12.9
Total time sale revenues	491,707	7.7
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	51,402	12.8
Net time sale revenues	440,305	7.2
B. Revenues from incidental broadcast activities:		
Talent	24,016	(10.6)
Sundry broadcast revenues	14,839	2.0
Total revenues from incidental broadcast activities	38,855	(6.2)
Total broadcast revenues	479,160	5.9
C. Total broadcast expenses of networks and stations	429,605	5.8
D. Broadcast income (or loss) before federal income tax	$ 49,555	6.9

[1] Includes three regional networks: the Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc.
[2] 2,704 stations reported in 1955.

Note: Excludes 51 independently operated fm stations.

RADIO NETWORKS AND O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS
1955—1956
($ Thousands)

Item	Amount 1956	Per Cent of Increase (Decrease)
Number of networks	7	
Number of stations	19[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$37,537	(21.7)
b. Regional networks	454	(50.2)
c. Miscellaneous networks and stations	...	...
Total	37,991	(22.2)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	19,931	24.9
b. Local advertisers and sponsors	10,300	13.4
Total revenues from non-network time sales	30,231	20.7
Total revenues from time sales	68,222	(7.6)
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	12,980[2]	(2.4)
Net time sale revenues	55,242	(8.8)
B. Revenues from incidental broadcast activities:		
Talent	11,441	(16.7)
Sundry broadcast revenues	3,493	(13.3)
Total revenues from incidental broadcast activities	14,934	(15.9)
Total broadcast revenues	70,176	(10.4)
C. Total broadcast expenses of networks and stations	69,812	(3.6)
D. Broadcast income (or loss) before federal income tax	$ 364	(93.8)

[1] Includes the operations of 19 network owned stations in 1955.
[2] Of this amount $6,691,294 is applicable to the total sale of network time.

West Texas Television Network
3D
TV market
KDUB-TV
LUBBOCK, TEXAS
KEDY-TV
BIG SPRING, TEXAS
KPAR-TV
ABILENE - SWEETWATER
with One economical purchase
BIG! even for TEXAS!
CBS
KDUB stations
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY
PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS • NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT

tions, the following cities showed total broadcast revenues of more than $5 million:

Boston, over $6 million; Chicago, over $18 million; Detroit, over $9 million; Los Angeles, over $15 million; New York, over $28 million; Philadelphia, over $9 million; St. Louis and Washington, D. C., over $5 million each.

OKAY ASKED IN SALE OF WCAU-AM-FM-TV

- **CBS Inc. to pay $20 million**
- **It's biggest station sale yet**

The FCC was asked last week to approve the $20 million sale of WCAU-AM-FM-TV Philadelphia plus real estate from the *Philadelphia Bulletin* to CBS. The application was filed Dec. 31, for what is the biggest transaction in broadcast history [AT DEADLINE, Dec. 23, 1957].

CBS is paying $12.6 million for ch. 10 WCAU-TV and $3 million for 50 kw, clear channel WCAU (on 1210 kc) and WCAU-FM. The network also is paying $4.4 million for the eight-acre WCAU Radio & Tv Centre on City Line and Monument Aves., six miles from downtown Philadelphia.

Not included in the transaction is the *Philadelphia Bulletin's* 75% ownership of the voting stock of ch. 22 WDAU-TV Scranton, Pa., nor its Muzak franchise for Philadelphia.

The *Bulletin* said that its reason for selling the highly successful WCAU properties is that it is "narrowing the scope of its business activities" through liquidation of principal broadcast interests.

The application showed that Robert McLean, chairman of the board of WCAU Inc. and principal owner of the Bulletin Co., owns 300 shares of Class A common and 612 shares of Class B common of CBS Inc. It also indicated that John S. Williams, WCAU director, owns 200 Class B common of CBS and that the Bulletin Co. itself owns 23,700 shares of Class A common and 29,200 shares of Class B common of CBS. Donald W. Thornburgh, president of WCAU Inc., owns 306 shares of Class A CBS common.

CBS Inc. is authorized to issue 6 million shares of Class A and of Class B common. There are 4,216,115 Class A and 3,435,731 Class B shares of CBS common outstanding.

The original cost of WCAU stations was given as $2,821,359.69 and of the land and buildings as $2,821,017.49. Estimated replacement costs were listed at $2,966.000 for the stations and $4.4 million for the land and building.

The Nov. 30, 1957, unaudited balance sheet for WCAU Inc. showed total assets of $11,908,024, of which $1,367.894.54 was listed as current assets; $2,529,081.47 good will; $649,935.07 interest in WDAU-TV; $2,120,021.99 depreciated value of buildings, and $880,257.39 depreciated value of equipment.

Current liabilities were given as $216,954.76, with total liabilities listed as $1,822,393.05. Surplus totaled $10,004,216.99, of which $86,522.21 was contributed; $165,288 paid in; $8,153,882.55 earned, and $1,598,524.23 profit between Dec. 30, 1956, and Nov. 30, 1957. Capital stock at no par value was listed at $81,414. Net worth was listed at $10,085,630.99.

The agreement indicated that CBS has agreed to continue furnishing the *Bulletin's* Muzak service via WCAU-FM for at least one year after transfer approval at the cost of the program plus 15%.

The agreement also included a comprehensive formula for figuring the value of film and feature motion pictures which WCAU-TV has under contract.

Principal CBS stockholder, the application shows, is CBS Chairman William S. Paley, whose holdings add up to 10.9%. Frank Stanton, CBS president, is a 1.8% stockholder, and Leon Levy, 2.2%. Officers and directors holding options for stock purchases are Henry C. Bonfig, CBS Inc. vice president, 7,603; Arthur L. Chapman, CBS-Hytron president, 7,500; Arthur Hull Hayes, CBS Radio president, 7,803; Merle S. Jones, CBS Television president, 7,500, and Goddard Lieberson, Columbia Records president, 7,450.

The CBS data also showed Dr. Stanton has interests in wired music distribution in Cincinnati and Columbus, Ohio.

CBS estimated it would spend $5.8 million in operating WCAU-TV and $2.55 million in operating WCAU-AM-FM in its first year, and that revenues would be $9.6 million for WCAU-TV and $3 million for WCAU-AM-FM for the first year.

The consolidated CBS balance sheet for Oct. 26, 1957, showed total assets of $220,887,753, of which $156,260,505 was listed for current assets and $5,064,950 for good will. Current liabilities were given as $70,124,434, and earned surplus as $67,537,248. Consolidated net income of CBS for 1955 was $13,397,427, and for 1956, $16,283,462.

The application stated there would be no change in management at the WCAU stations. Mr. Thornburgh, who is in charge of the Philadelphia stations, was vice president of CBS' west coast operations before taking the helm of the *Bulletin's* broadcast activities in 1949.

WCAU-AM-FM was sold to the *Philadelphia Record* (J. David Stern) at a $2.15 million stripped price in 1946. Sellers were Dr. Leon and Isaac D. Levy, Mr. Paley and his father, Samuel Paley. They had bought the station in 1925. In 1947 the *Bulletin* bought Mr. Stern's *Record* and the *Camden* (N.J.) *Courier-Post,* with the WCAU stations bringing $2.9 million of the total price. The *Bulletin* at the same time sold its WPEN Philadelphia to the Sun-Ray Drug Co. for $800,000. Ch. 10 WCAU-TV was licensed to the *Bulletin* in 1948.

When the WCAU sale is approved by the FCC, CBS will have acquired its limit in station ownership. CBS already owns WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX-AM-TV St. Louis, WEEI-AM-FM Boston, WXIX (TV) Milwaukee, and WHCT (TV) Hartford, Conn. The last two are uhf stations.

CBS bought KNXT in 1950 for $3.6 mil-

listen!

TWO GREAT INDEPENDENTS

The ELLIOT STATIONS

HAVE CHANGED NATIONAL SALES REPRESENTATIVES

Both WCUE, Akron, and WICE, Providence—broadcasting more news... more music... more often—are now represented nationally by Avery-Knodel, Inc.

wice delivers more listeners per dollar than any other medium in Providence. Fastest growing station in the rich Providence area—955,000 population, 305,000 radio homes. Aggressive new management... and popular programming... have made WICE your best buy in this booming market!

Wcue consistently gives more listeners per dollar throughout the great majority of the day than any other Akron station. Up-to-the-minute and on-the-spot news, too. WCUE's 1,000 watts of well-programmed power sell to a market of 247,888 radio homes (NCS #2).

Both stations now represented by...

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE lion from the Thomas S. Lee interests. It paid $6 million in 1953 to the Balaban & Katz theatre chain for what is now WBBM-TV. In 1954 is paid $350,000 for what is now WXIX to the Bartell interests and paid an additional $650,000 to Lou Poller for the studio and facilities of WCAN-TV Milwaukee. In 1956 the network bought what is now WHCT for $650,000 from General Times Tv Corp. And in October 1957, CBS paid $4 million for ch. 4 KWK-TV St. Louis after winning the contest for ch. 11 in that city. The network turned over its ch. 11 grant to the remaining three unsuccessful applicants. The transfers, approved by the FCC, await disposition of appellate action (see story page 74).

The *Philadelphia Bulletin* is owned by the McLean family. The *Bulletin* paid $650,000 for its controlling interest—75% of voting stock, 33⅓% of non-voting stock—in ch. 22 WDAU-TV Scranton last year.

Sen. Potter Asks Justice Probe Of Brown-Lions Area Tv Blackout

Labeling the tv blackout in the Detroit area of the Cleveland Browns-Detroit Lions professional football championship game "dictatorial and arbitrary," Sen. Charles E. Potter (R-Mich.) last week asked the Justice Dept. to launch an investigation.

In a letter to Attorney General William Rogers, Sen. Potter "suggested" that Justice "call in the contracts between the networks and the National Football League for scrutiny." Despite a complete sellout of the game, played in Detroit Dec. 29, which precluded "any possible harm to gate receipts" NFL Commissioner Bert Bell refused to permit television within 75 miles of Detroit, Sen. Potter stated. The game was telecast to the rest of the nation by NBC-TV.

"The public interest is not always served when so much power is permitted to reside in the hands of one man [Mr. Bell]. If a single individual can deprive hundreds of thousands of loyal fans of a chance to see their team fight for the championship, then perhaps the law governing these contests should be changed," Sen. Potter stated. He sent a copy for comment to the FCC.

In defending the Detroit blackout, Mr. Bell said it would not be fair to those who had purchased tickets, on the premise the game would not be on tv.

IN DARKEST CAROLINA

If Ed Osborne, manager of WBCU Union, S. C., could have his way, the FCC would treat itself to a fat geography lesson. High on the list of studies would be the difference between South Carolina and South Africa. According to Mr. Osborne, his station recently received its remote control license renewal with the WBCU studio address as "East Main St., Union, South Africa."

You've never heard it so good—and Pulse bears us out by rating WBNS radio first in 315 out of 360 quarter hours Monday through Friday—6 a.m. to midnight. And when you hear sales coming from 1,707,400 folks with $3,034,624,000—that's "good hearin'". Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

SDX's Newton Raps Bar Group For Recommendations on Canon 35

A report to the American Bar Assn. recommending that ABA's Canon 35 ban against broadcasting and photographing of court trials be allowed to stand [TRADE ASSOCIATIONS, Nov. 4, 1957] was sharply criticized last week by a committee of Sigma Delta Chi, newspaper journalistic fraternity.

V. M. Newton Jr., managing editor of the *Tampa* (Fla.) *Tribune* and chairman of the fraternity's Freedom of Information Committee, said the Canon 35 report fails to recognize that the American courts belong to the people.

The adverse report was issued by Judge Philbrick McCoy of Los Angeles Superior Court, chairman of an ABA committee investigating revision of the canon.

A debate on the disputed canon has been proposed for the Feb. 24-25 meeting of the ABA House of Delegates, to be held at Atlanta.

Mr. Newton wrote Judge McCoy in detail about the report. He disputed a contention that trials are not less public than they were a century ago merely because broadcasters and photographers are excluded from courtrooms. He told Judge McCoy this statement ignores the growth in population, development of suburbs, ignorance of citizens in government procedure and growing public hostility to both government and the courts.

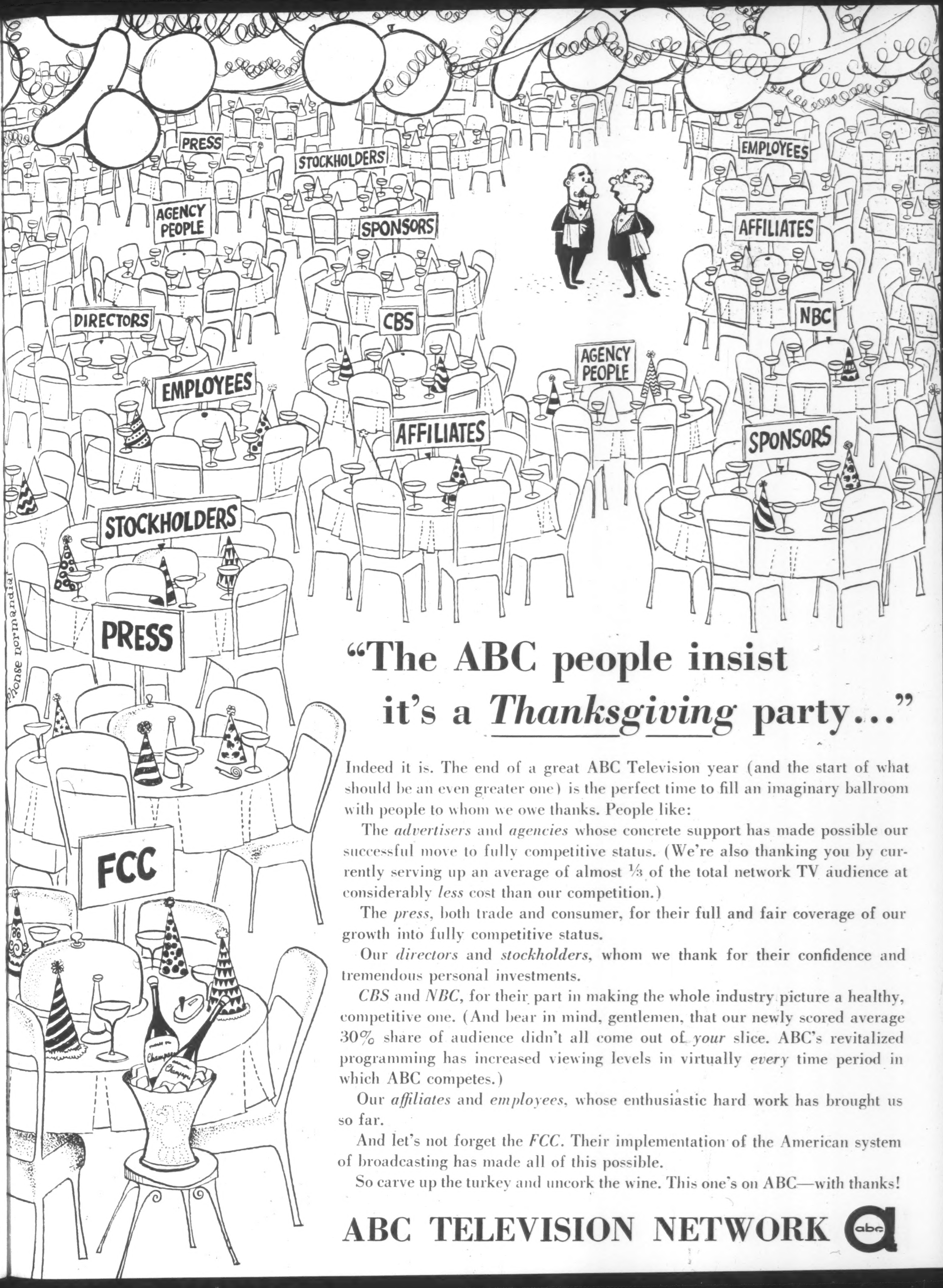
Most legal objections to telecasting of trials may be based merely on the novelty of this new medium, Mr. Newton said. He suggested trials be filmed and recorded for use by the courts and for "such publication as the nation's communications media believe fit." He added, "If the citizen is presumed to know the law, he is entitled to every opportunity to observe its processes."

Johnson Authors Antitrust Article

Frederic A. Johnson, counsel for WINS New York, is the author of an article in the latest issue of *The Antitrust Bulletin,* titled "Baseball, Professional Sports and the Antitrust Acts." Mr. Johnson, who has been a leading critic of baseball's "reserve clause" and has represented many minor and major league players in challenging the legality of such contract stipulations, contends in the article that Congress cannot continue to exempt baseball pacts from the provisions of the antitrust acts. He cites the substantial revenue to baseball from radio-tv broadcasts as one of the major contributing factors in placing the sport in interstate commerce and thereby within the purlieu of the antitrust laws.

Sunset Signs FTC Agreement

Sunset House Distributing Corp., Hollywood, has signed a Federal Trade Commission consent order agreeing not to claim its Color Filter tv receiver attachment will produce the same effect as color television. Last week's action grew out of an FTC complaint filed against the firm June 24.


PRESS
STOCKHOLDERS
AGENCY PEOPLE
SPONSORS
EMPLOYEES
AFFILIATES
DIRECTORS
CBS
NBC
EMPLOYEES
AGENCY PEOPLE
AFFILIATES
SPONSORS
STOCKHOLDERS
PRESS
FCC
Champagne
Champagne

"The ABC people insist it's a *Thanksgiving* party..."

Indeed it is. The end of a great ABC Television year (and the start of what should be an even greater one) is the perfect time to fill an imaginary ballroom with people to whom we owe thanks. People like:

The *advertisers* and *agencies* whose concrete support has made possible our successful move to fully competitive status. (We're also thanking you by currently serving up an average of almost ⅓ of the total network TV audience at considerably *less* cost than our competition.)

The *press*, both trade and consumer, for their full and fair coverage of our growth into fully competitive status.

Our *directors* and *stockholders*, whom we thank for their confidence and tremendous personal investments.

CBS and *NBC*, for their part in making the whole industry picture a healthy, competitive one. (And bear in mind, gentlemen, that our newly scored average 30% share of audience didn't all come out of *your* slice. ABC's revitalized programming has increased viewing levels in virtually *every* time period in which ABC competes.)

Our *affiliates* and *employees*, whose enthusiastic hard work has brought us so far.

And let's not forget the *FCC*. Their implementation of the American system of broadcasting has made all of this possible.

So carve up the turkey and uncork the wine. This one's on ABC—with thanks!

ABC TELEVISION NETWORK

FCC WORKLOAD KEEPS RISING

- **Fiscal 1957 report cites radio growth, Hill demands on time**
- **Fm permits increase; spectrum space applications set record**

A continuing increase in the FCC's workload brought on by the "phenomenal growth of radio" and increasing demands on its time by Congress; the first numerical increase in fm authorizations for the past nine years—these are just two of the highlights in the Commission's 23rd annual report to Congress covering fiscal year 1957. The report was released yesterday (Sunday) and is 166 pages long.

Concerning the period from July 1, 1956, to June 30, 1957, the Commission said it received the greatest number of applications for spectrum space in any of its 23 years and now has made 1.8 million (200,000 during 1957) radio authorizations of all types.

During the year, more than 9,700 broadcast applications were filed at the Commission, an increase of approximately 1,000 over 1956. Applications for new tv stations increased from 91 to 132, am from 384 to 424. Of these, 31 tv and 107 am applications were designated for hearing.

The fiscal year closed with 8,304 broadcast authorizations, a net gain of 922 over fiscal 1956. There were 561 commercial fm stations authorized, a net gain of 15. This increase reversed a downward trend which has been unchecked since the peak year of 1948, when 1,020 fm stations were authorized. Of the 561 authorized, 530 were on the air. Applications for new fm stations doubled from 28 in 1956 to 58 in 1957. And, for the first time in many years there were competing applications for fm facilities and four have been set for hearings.

The Commission attributed the revived interest in commercial fm to opportunities for additional income through functional music operations.

On June 30, 1957, there were 475 commercial tv stations (389 vhf and 86 uhf) on the air and 24 operating educational stations (19 vhf and 5 uhf). In addition, construction permits were outstanding for 230 tv stations (51 commercial v's, 121 commercial u's, 10 educational v's, 15 educational u's and 33 translators). Also at the end of the fiscal year, there were 14 vhf and five uhf satellite stations on the air and 41 operating translators. There was a net gain of 42 in commercial tv authorizations, for a total of 651.

The report estimated over 90% of the U. S. population is able to receive at least one tv signal and over 75% can receive two or more. Cities with at least one tv station totaled 302, while 80 had two or more, 27 three or more and 11 four or more. "Serious difficulties, relating principally to the use of the uhf channels, impeded the fuller utilization of available channel assignments," the Commission stated.

A major part of its time during the past three years has been devoted to determining whether some alleviation of tv problems may be found in revisions of the present tv allocation plan and engineering standards, the Commission stated. Along this line, the FCC finalized rule making in 13 deintermixture proceedings, amended the mileage separation requirements and increased the maximum power for uhf stations from 1,000 kw to 5,000 kw.

Also during fiscal 1957, the FCC took the position it has the authority to authorize pay tv and has invited applications to be processed after March 1. This move met with considerable opposition in Congress and the House Commerce Committee will hold hearings next week on pay tv (see page 50).

Am broadcast station authorizations showed a net gain of 218 for the year, increasing to 3,238. Of this total, more than 1,200 were daytime only outlets. Citing industry estimates, the report stated there are nearly 150 million am and fm sets in the U. S.

Four major am rule-making matters received the Commission's attention during the year. They included the clear channel proceeding, the daytime skywave proceeding, a Daytime Broadcasters Assn. petition for extended hours for daytime stations and a petition by the Community Broadcasters Assn. to increase the maximum power of Class IV stations to 1 kw.

The report cited as the Commission's "first and foremost" problem the fact that the fields which it regulates are in a state of flux due to constant change and expansion. "This is reflected in the complicated and time-consuming task of reviewing spectrum allocations and revising rules and regulations to accommodate new communication methods and more services. The rapid march of radio is accompanied by mounting administrative perplexities involving competition, distribution, interference, enforcement and processing considerations," the report stated.

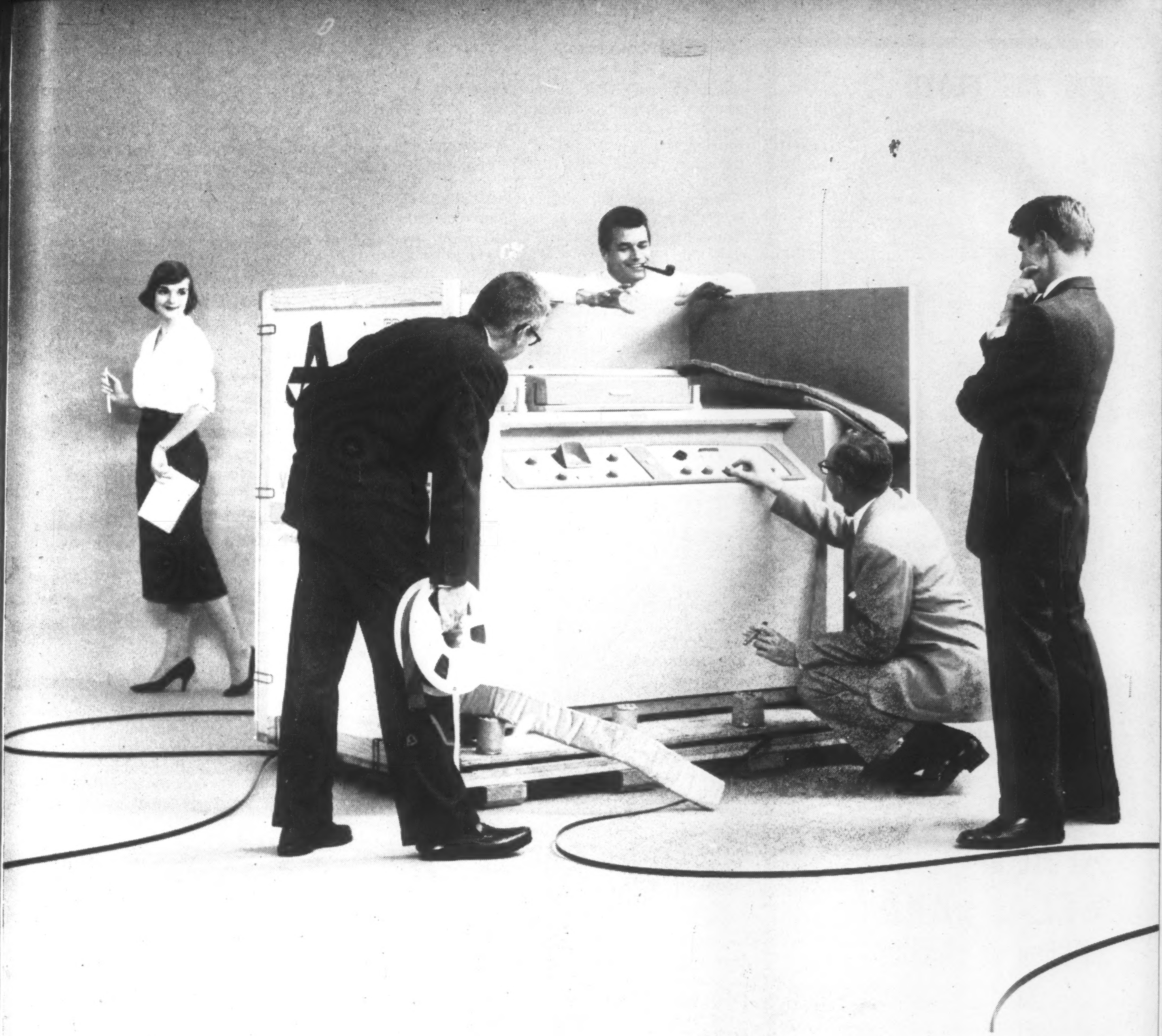
"Then there is the additional factor that, while the Commission regulates the elements responsible for the high tempo of modern communication, it is in turn regulated to an unusual degree [by Congress and the courts]. The Commission has done everything possible to expedite its adjudicatory procedures but is handicapped by amendments to its governing act which afford parties exceptional opportunities and extensive processes to balk and delay the finalizing of its decisions."

Taking a swipe at congressional investigations and inquiries, the report found that Congress has given the Commission "additional administrative and regulatory responsibilities which demand more of its time and manpower. Also, at the risk of backlogs in its routine, the Commission must give priority to mounting congressional committee inquiries and requests for information, some of which cover the same basic data but want it in a form that requires separate exhaustive research and presentation."

The Commission operated with an appropriation of $7.8 million during fiscal 1957, and closed the year with 1,197 employes, 81 more than in 1956. On the first day of the fiscal period, the commissioners received an increase in salary from $15,000 to $20,000 ($20,500 to the chairman). Also at the start of fiscal 1957, T. A. M. Craven replaced Edward M. Webster on the Commission and at the end of the period George C. McConnaughey (chairman) left and was replaced by Frederick W. Ford, with John C. Doerfer named chairman.

During the year, 57 initial decisions were

COMING SOON!
TV's PROPELLING NEW FORCE . . .
Aimed to add IMPACT to your messages!



Pushbutton TV recording has arrived!

Independent and Network stations are now taking delivery on Ampex "Videotape"* Recorders, and the long expected "quality" revolution is here. For they record the full, linear grey scale on magnetic tape—and playbacks look **live!**

Pushbutton operation too! Handle like standard tape recorders. Tape travels only 15 inches per second, packing 64 minutes of picture and synchronized sound into a 12½″ reel. Has all the advantages and **economies** of tape recording, too . . . tapes can be played back immediately, or re-used again and again.

You can now buy the "Videotape"* Recorder, and all other Ampex professional equipment, on a factory-direct basis. For complete information, write to the address below.

YOU BENEFIT BY DEALING DIRECT

- PERSONAL CONTACT WITH AMPEX THROUGH FIELD SALES ENGINEERS
- COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

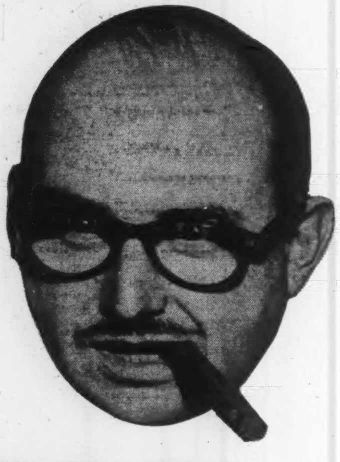
AMPEX
CORPORATION
professional products division

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO

850 CHARTER STREET
REDWOOD CITY, CALIF.

*TM Ampex Corporation

I'M JOE FLOYD . . .



THEY SAY I'M A HELLUVA SALESMAN!

That's because I like to give the advertiser a run for his money—always have! Like creating a whole new empire of customers—KEL-O-LAND —more than a million strong, with over $1,220,150,000 in annual retail sales. It's a triple-market package, and you get it for one single-station buy. How's that for selling the blazes out of your product?

PUT ALL OF
KEL-O-LAND
IN YOUR TV PICTURE

CBS • ABC • NBC

KDLO CHANNEL 3
Aberdeen — Huron — Watertown

KELO Sioux Falls CHANNEL 11

KPLO CHANNEL 6
Pierre — Winner — Chamberlain

. . . and KEL-O-LAND's new, big radio voice is
KELO RADIO
1,032-ft. Tower • 13,600-watt Power Eqv.

General Offices, Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.
Represented by H-R
In Minneapolis it's Bulmer & Johnson, Inc.

issued covering 78 broadcast cases and the number of hearing examiners was increased to 12, two more than last year. The Commission was a party to 107 (64 new during the year) federal court cases, compared to 93 in 1956.

Total broadcast authorizations exceeded 8,000 with over 9,700 applications received. Total incoming mail at the Commission was 928,000 pieces with 415,000 pieces sent out.

The rapid growth of radio, the increasing demands by both present and potential users for more spectrum space and the technical developments in electronics require the Commission to review its frequency allocations, the report stated. In this respect, the Commission this year held hearings on utilization of the frequency above 890 mc and plans future hearings on 25-890 mc. Cited as new techniques for spectrum conservation were offset carrier, single sideband, split channels and microwave, "radio's new workhorse."

The report also showed that by the end of fiscal 1957, approximately 77,000 channel miles of Bell Telephone coaxial cables and microwave facilities were being used to interconnect 458 tv stations in 315 cities. Color service was available to 338 stations in 209 cities. The Commission also authorized 18 new microwave radio relay systems to provide off-air pickup and relay of tv programs to community antenna systems.

Instituted during fiscal 1956 with a $221,000 appropriation, the FCC's Network Study Staff completed its study (Barrow Report), which was released early in October. The 1,300-page report deals with television primarily and currently is being studied by both the Commission and Congress [see LEAD STORY, page 27]. A new Office of Network Study was established to assist the Commission in dealing with problems concerning radio and tv networks.

Station sale applications were popular during the year at the Commission, which received 1,315, an increase of 239. The report predicted this trend would continue upward.

In order to help the FCC apprise broadcast stations of advertising found to be false and misleading, the FTC entered into a cooperative agreement to keep the FCC informed of questionable advertising broadcasts over radio and tv stations. Included in the information are the call letters of stations involved and the Commission so informs these stations for appropriate action.

Every state had am and tv stations at the close of fiscal 1957, but seven states did not have fm authorizations. Texas, with 311, had more am, fm and tv authorizations combined than any other state and led individually in both am and tv. California followed with 279, Pennsylvania 229 and New York 214. In city authorizations, New York led with 38 broadcast permits, while Chicago and Los Angeles each had 34.

The Commission continued its field engineering and monitoring activities, inspecting 1,100 broadcast stations which resulted in 593 citations, compared to 615 in 1956. A second mobile unit was built and put into operation in the West. Many illegal operations were investigated and several instances of assistance in emergencies were cited.

Receiving considerable FCC and government attention during the year were tall towers. The Commission currently has pending proposed rule-making which would require the location of towers more than 500-ft. high in "antenna farm areas." This rule-making has been deferred pending conclusion of a study by the Joint Industry-Government Tall Structure Committee.

At the end of the year, 52 tv towers 1,000-ft. or higher were in operation, construction permits were outstanding for 17 and applications were pending for 20 more. During the year, KSWS-TV Roswell, N. M., went on the air with a tower 1,610-ft. above ground, making it the tallest man-made structure in the world.

Nimtz Says He'll Ask Removal Of Rayburn Ban Against Tv

Rep. F. Jay Nimtz (R-Ind.) last week disclosed plans to introduce a bill which would authorize television coverage of House sessions and committee meetings and hearings open to the public. "A great deal could be accomplished by showing the public what actually happens on the floor [of the House] and in committee meetings," he said.

A member of the House Judiciary Committee, Rep. Nimtz made known his plans when asked during an interview telecast by WSJV (TV) Elkhart, Ind., his opinion of the ban on radio, tv and camera coverage of House proceedings. If the public is admitted, television should be admitted, he said, citing the relatively small number of people who actually attend congressional sessions and hearings.

The bill, which currently is being drafted, would give the House Administration Committee the responsibility of setting up ground rules to facilitate television coverage. Rep. Nimtz said he decided to introduce the measure after following closely the dispute raised last summer by the House Un-American Activities Committee, which permitted tv coverage of hearings in San Francisco [GOVERNMENT, June 24].

Several bills which would remove the ban, imposed by House Speaker Sam Rayburn (D-Tex.) against radio-tv and camera coverage of House proceedings, now are pending before the House Rules Committee.

Admiral Denies FTC Charges

Admiral Corp., Chicago, has denied Federal Trade Commission charges that its advertisements for television sets deceive the public.

Answering an official complaint filed in the fall [GOVERNMENT, Nov. 25, 1957], the firm denies FTC allegations and admits only that it advertises sets. The FTC complaint said the firm's ads describe sets as "21-inch," "21" or "24," with asterisks referring to a footnote "in small letters and far removed" from figures, which state the viewable area of the tube in square inches and that the displayed figure refers to diagonal measurement. Admiral's response asks that the complaint be dismissed.

WGR-TV now leads all other stations with the largest share of the viewing audience in Buffalo from sign-on to sign-off seven days a week!

Nine of the top fifteen shows in Buffalo are seen on WGR-TV. They include "Wyatt Earp" (highest rated of any show on any station —with 44.9% of the viewing audience), "Sugarfoot," "The Frank Sinatra Show," "The Pat Boone Show," "Maverick," "Broken Arrow," both "Lawrence Welk" shows and "Ozzie and Harriet."

Other network shows which won hands down on WGR-TV are "Mickey Mouse Club," "Disneyland," "Zorro," "Rin Tin Tin," and "Colt 45."

NOW TOP BANANA IN BUFFALO

14TH U. S. MARKET

WGR-TV led in 19 out of 20 quarter hours, 5:00-6:00 p.m., Monday to Friday.

Local shows took their share of rating honors, too—and WGR-TV averaged more viewers per set than any other station!
Source: October ARB

Hot network programming—outstanding local personalities—superb studio facilities—local acceptance—tremendous bonus of Canadian coverage—and the strongest merchandising in Buffalo. No wonder WGR-TV is the first choice of advertisers as well as viewers.

Contact Peters, Griffin, Woodward for availabilities.

WGR-TV

ABC CHANNEL 2

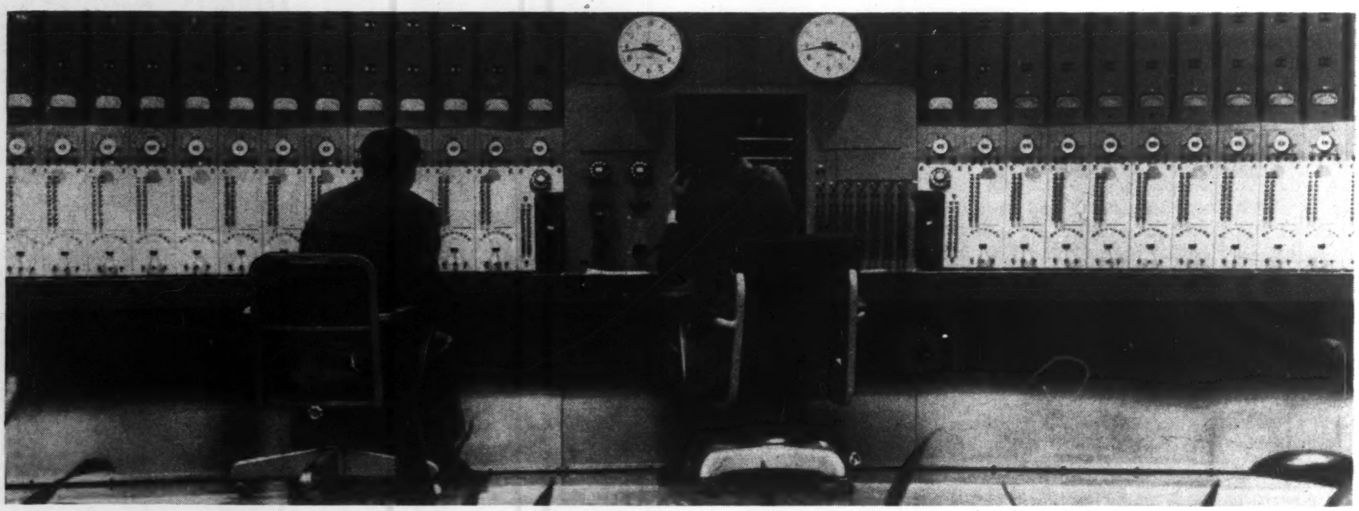
BUFFALO

T T C
SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

TA2



This 26-position master control dominates Voice of America headquarters in Washington. Through this patch board the Voice sends its programs to transmitters for relay to regional stations for broadcast to the world.

VOA'S $17 MILLION PITCH FOR TRUTH

Emphasis on factual broadcasts gains overseas converts for America

The Voice of America was set up to tell the truth about America and the activities and polices of the U. S. government to the world.

In recent months the truth about America has not been all favorable, but the Voice has continued "selling" straightforward news—even when it hurts.

"Not everybody in the U. S. A. would agree on every program as exemplifying every virtue radio-wise, or as fully representing every segment of American life," Robert E. Button, director of VOA, said recently. "But that is not necessary. The voices of America are after all diverse and sometimes discordant, and as long as our official Voice reflects what we honestly are, the audience will react, with amusement, or chagrin, or relief or perplexity, but never, thank goodness, with disbelief."

When America's Vanguard rocket went "phfft" on the beach at Florida's Cape Canaveral several weeks ago the word went out all over the world. Among those passing the bad news to the friends and enemies of the U. S. was this official arm of the American government, the Voice of America.

When townspeople and students rioted in Little Rock against the integration of Negro students in Central High School, the word went out all over the world. Again by the Voice of America.

When President Eisenhower had his stroke, the Voice told the world.

This policy—which to so many in the United States is a method of self-flagellation—is a deliberate and long-standing rule of the 15-year-old voice of the U. S.

Tell the truth, no matter how it hurts.

Because, in the long range, people will believe you. And that's the important thing. Credibility.

Right from the beginning when America's voice began going out over the airwaves in 1942 to the Nazi-enslaved peoples in Europe, this single principle has been the foundation stone of what is now a $17 million enterprise.

This has established a position in the world battle of words that is unique.

Not long ago Hungarian freedom fighters who had to flee from the Soviet enslavement of their country were interviewed. Seven out of 10 said they had regularly listened to Western broadcasts. And 85% said they considered the Voice of America particularly reliable. A recent survey among East German refugees found 83% agreeing that VOA broadcasts were straight.

This gives the Voice leverage. When the UN issued its denunciation of the ruthless suppression of Hungary by Soviet military forces the text of that report was broadcast throughout the world. In fact, during certain periods it was read at a slow, dictation speed so that it could be taken down for re-publication in enslaved countries behind the Iron and Bamboo curtains. Where there is tyranny you can be sure there are clandestine means of communication.

News, straight news, is the hard core of Voice transmissions.

But, beyond the news, there are other programs which tell the world about America, its history, its aims and its culture.

The success of the Voice of America may be measured in a negative sort of way.

Our broadcasts are jammed by the Soviets. And, the closer a Voice program is to the hurtful truth about Communism the greater the tantrums in which the Soviets and their satellites explode.

The Voice must hurt the Soviets, because jamming costs money, lots of money. The Communists spend more money on jamming the Voice of America than the whole United States Information Agency program spends yearly—and that takes in not only radio and tv, but also press, motion pictures, information centers and cultural activities.

USIA's 1957-58 budget is $96.1 million. One Communist country alone, Poland, spent as much as the whole VOA budget, $17 million, in jamming Voice broadcasts.

This information came out earlier this year when Poland won a measure of independence from Moscow. It announced that it was ceasing to jam the Voice and boasted that this move would save $17.5 million a year.

This might be a peculiar way to determine if your message gets across, Mr. Button says, but when your competitor goes to such lengths to keep your message from reaching customers "it must mean they're buying."

There are other potent signs that our words are being heard and are registering in the USSR and its satellites and even in the Far East and Asian Red-dominated countries.

The Communist press devotes columns of scarce newsprint to apoplectic attacks on the Voice, and heavy space to answering item by item Voice broadcasts of a few days before.

There are other ways the Voice knows that its words are getting through. Giveaways as a means of checking audience are old hat in the United States commercial broadcast industry. The Voice uses this system too.

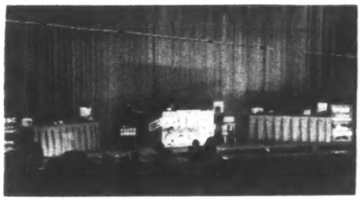
It received more than 4,000 requests for an English study guide from Turkish listeners to be used in VOA's weekly English lesson broadcasts.

It has been asked for 43,000 copies of an 8x10-in. glossy photograph of the new Is-

WEBC PROVES ITS POWER

WEBC PULLS
in DULUTH AND SUPERIOR

One Day Event brings over 33,000 shoppers.



Conclusive proof of WEBC pulling power is shown in their one day PREMIER CHRISTMAS PREVIEW which was promoted only on WEBC. More than 1/3 the population of Duluth came . . . by far the largest response in Duluth's history from any media promotion!

REACH the DULUTH and SUPERIOR AREA with . . .

WEBC

560 kc **5000 watts**

DULUTH—SUPERIOR

See your HOLLINGBERY MAN
In Minneapolis, see Bill Hurley

lamic Centre in Washington from listeners to its Arabic language programs.

In the last few weeks, the World Brotherhood Foundation has received more than 2,000 esays (on brotherhood) from all over the world. This contest has been publicized solely on the Voice of America.

And, of course there is the mail count. In 1956, the Voice received 326,000 pieces of mail from all over the world. It received 10,000 letters from listeners to its Arabic programs, 20,000 from Iranians, 5,000 from Turkish listeners.

It even gets mail from behind the Iron Curtain—through blind post office box numbers in border cities like Vienna, Berlin and Helsinki.

But, best of all the Voice recently had the opportunity to interrogate several hundred people who had been living in Russia for more than two decades and who have come into the Free World.

These people, identifiable only as returnees, have lived all over Russia—in Moscow, Kiev, Minsk, Stalingrad, Leningrad, Odessa, Tashkent and Samarkand. They agreed that people in Russia listen to the Voice of America.

These were no ingratiating answers. Mentioned were specific broadcasts, individual announcers were identified, and distinct bits of information were recalled.

Based on this information, VOA officials estimate that the Voice of America has more than 30 million listeners in the USSR itself.

Radio, VOA people agree, is everywhere.

There are, according to the most informed sources, about 130.5 million radio sets throughout the world plus 24.7 million wired loudspeakers. This excludes the U. S. and Canada. In the USSR itself, there are estimated to be 6.1 million radio receivers and 20 million wired speakers.

Surprisingly, the Russians do not jam VOA's English broadcasts. They only jam VOA broadcasts in the mother tongue of the USSR or those of its minorities or satellites.

There's one exception to this. The Voice's Persian broadcasts are jammed.

The busy concern of the governments of the shackled people listening to Voice has one amusing sidelight.

One of the most popular of the Voice's non-news programs is *Music-USA*. This is a simple, hour-long disc jockey, platter-spinning show broadcast in English every night all over the world. It is run by a slow speaking, pleasant-voiced 35-year-old who apparently has won the admiration of jazz-lovers from the Steppes to Down-Under. He is Buffalo-born Willis Conover.

In Bulgaria a special police detachment formed to detect clandestine listening to western broadcasts had to be disbanded. Its members became too enamored of *Music-USA*.

Music-USA has a worldwide audience. Mr. Conover gets letters by the thousands each week—from Prague, from New Zealand, from Warsaw, from Switzerland. Jazz undoubtedly is an international language and these quotations from letters to Mr. Conover confirm this:

"More jamba boogie, please."

"I have yet to hear a slush-pump [sliding trombone] player who sends me more than Miff Mole."

"Thank you, Angel, for Oscar Petersen's 'Tenderly.' "

The programs are even recorded in Russia, it has been authenticated, and played for the delectation of Soviet "cats."

The basic element in VOA's program-

THE VOICE AND THE PERSIANS

Three days before last Thanksgiving, five men and a woman crowded into tiny Studio 12 at the Voice of America's Washington headquarters. At exactly 11 a.m., Nov. 25, they began talking halfway around the world to the people of Iran. The language they spoke was the Persian of that ancient land, and what they said was picked up and transmitted overseas by powerful U. S. shortwave transmitters. There three other U. S. transmitters picked up the messages and rebroadcast them to the bazaars and villages of Iran. There, it was 7 p.m.

Morteza K. Yahyavi, opened with news highlights, including the arrival of the King of Morocco in Washington. Miss Shamsi Martazavi followed with reports on a speech by President Eisenhower, Vice President Nixon's warning to the Free World, and Gen. Brucker's statement on missiles. Saeed Mirbaha reported on German Foreign Secretary Von Brentano's return to Europe, an Islamic rug exhibition in the U. S., and a joint statement by the presidents of Lebanon and Pakistan. Javad Haddad then read a calendar of events, after which Mohammed Zarnegar read a short feature discussing the Nov. 25, 1917, free elections in Russia which resulted in Bolshevik use of force to disband the freely elected Constituent Assembly and institute the Red reign of terror.

Abbass Malayeri followed the news reports on British Prime Minister McMillan's arrival in Paris, a UN report on the Israel-Jordan border dispute, and the sentencing of Communists in Jordan.

At 11:30 Mr. Yahyavi returned to report on art and cultural activities in the United States, concluding with a special feature devoted to Frank Lloyd Wright, noted American architect.

This program went through master control in Washington to overseas transmitters at Bound Brook N. J., and at Brentwood, N. Y. Bound Brook shortwaved its overseas on 21 and 26 mc; Brentwood on 17 mc. At Tangier, Morocco, it was picked up and rebroadcast on 15 mc, 17 mc, 21 mc, and 25 mc. The *USS Courier* at the Grecian island of Rhodes received the signal and rebroadcast it on 1259 kc. At Salonika, Greece, the Persian broadcast was rebroadcast on 17 mc. The whole program was repeated one hour later from tape recordings made at these relay points.

It also was carried on the BBC shortwave international broadcast.

The reason for the plethora of repeats is simple: Russia jams our Persian broadcasts.

COMING SOON!

TV's PROPELLING NEW FORCE...

Aimed to open new
MERCHANDISING
opportunities!

In Louisville—

the more you compare balanced programming, audience ratings, coverage, or costs per thousand—or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

ming is news — what is happening in America, what is happening abroad. Next comes commentary. These are editorials from American newspapers and periodicals, and more recently has been added a roundup of American radio commentators.

But beyond the hard news are the special programs that bring the flavor of the United States to the world.

There is the *American Theatre of the Air*. This has been established as a series of 90-minute radio spectaculars in English in cooperation with the American National Theatre & Academy. The first presentation, last June, was Thornton Wilder's "Our Town" and it featured Martha Scott, who played in the original 1938 Broadway production, and such other American stage stalwarts as Marc Connelly, William Redfield and Walter Abel.

On Dec. 13, the second in this series was broadcast around the world. This was Tennessee Williams' "The Glass Menagerie," with Mildred Dunnock, Kim Stanley, Eli Wallach and Karl Malden.

In television, the Voice has what it considers a winner in *Report from America*. This is a filmed show, packaged by the Voice and used on tv stations in foreign countries. It features NBC commentator Joseph C. Harsch and is shown on BBC monthly. It is then bicycled to 26 other European countries, with narration dubbed in five other languages — French, German, Spanish, Polish and Arabic.

Report from America is produced by NBC on a contract from VOA. It is directed by London-born Don Cash, an NBC staffer. Its treatment of the contemporary American scene is serious, but light and entertaining. "Reports" have covered American roads and traffic, how Pittsburgh licked the smog problem, how American women shop, etc.

A special "report" on the American political election in 1956 even made a Communist telecast. This film was made available to Radio Warsaw and on Nov. 5, 1956 it was broadcast as part of that station's world roundup program. The film covered the history of both major parties, the conventions, how delegates are chosen, primaries and dramatic moments in recent conventions.

In France, during peak listening hours the VOA-produced half-hour *Ici New York* is carried on the entire French national radio network of medium wave stations. This demand for information about America is particularly strong in Western Europe, Latin America and Japan.

This method of getting America's voice and picture to foreign audiences is becom-

75% OF VOICE BROADCASTS BEAMED TO RED COUNTRIES

The Voice of America directs 75% of its output to the people behind the Iron and Bamboo curtains. Peculiarly enough, the Voice began sending its broadcasts to the Eastern European satellite countries in 1942—when they were under the heel of the Nazis. More than 60 hours a day are devoted to reaching these people and Russian language programs are heard in the Soviet Union around the clock with 160 transmitter hours devoted to this purpose each day.

Here is the Voice of America's daily language schedule, as submitted last summer in its annual report to Congress:

	Originations	Repeats	Total
	Hrs.-min.	Hrs.-min.	Hrs.-min.
EUROPE			
Albanian	:30	2:00	2:30
Armenian	:30	1:00	1:30
Bulgarian	1:15	3:15	4:30
Czech and Slovak	1:15	1:30	2:45
English	1:30	1:00	2:30
Estonian	1:00	3:30	4:30
French	(1)	(1)	(1)
Georgian	:30	1:00	1:30
German (to Germany)	:45	:15	1:00
Hungarian	2:00	2:45	4:45
Italian	(1)	(1)	(1)
Latvian	1:00	3:00	4:00
Lithuanian	1:00	2:30	3:30
Polish	1:30	4:00	5:30
Rumanian	:45	1:45	2:30
Russian[2]	3:00	11:30	14:30
Serbo-Croat	1:00	:30	1:30
Slovene	:15	:30	:45
Spanish	(1)	(1)	(1)
Ukrainian	1:00	1:30	2:30
Uzbek	:15	:30	:45
Total	19:00	42:00	61:00
LATIN AMERICA			
English	:30	:30	1:00
FAR EAST			
Amoy	:30	2:00	2:30
Burmese	:30	1:00	1:30
Cambodian	:30	1:00	1:30
Cantonese	1:00	2:00	3:00
English	1:00	1:30	2:30
Indonesian	:30	:30	1:00
Japanese	:45	1:45	2:30
Korean	1:00	:30	1:30
Mandarin	2:00	4:30	6:30
Russian	1:00	1:30	2:30
Thai	:30	:30	1:00
Ukrainian	:30	:30	1:00
Vietnamese	1:00	1:30	2:30
Total	10:45	18:45	29:30
NEAR AND MIDDLE EAST, SOUTH ASIA, AFRICA			
Arabic	9:00	. . .	9:00
English	3:00	1:00	4:00
Greek	:45	. . .	:45
Indian/Pakistani Languages:			
Bengali (3 times weekly)	1:00	. . .	1:00
Gujarati (1 time weekly)			
Malayalam (1 time weekly)			
Tamil (4 times weekly)			
Telegu (1 time weekly)			
Urdu (1 time weekly)			
Hindi (daily)	1:45	:30	2:15
Urdu (daily)	1:00	. . .	1:00
Persian	1:30	1:30	3:00
Turkish	:45	:45	1:30
Total	18:45	3:45	22:30
WORLDWIDE			
"Music—USA"	8:00	6:00	14:00
Grand total	57:00	71:00	128:00

[1] Programs produced regularly for broadcast over local stations and networks. This report does not include Voice of America "package programs" provided to local networks in many countries.

[2] One half-hour European Russian beamed simultaneously to Europe and the Far East.

SAN ANTONIO KONO-TV
Channel 12

NOW 1ST

12 NOON 'Til MIDNIGHT
MONDAY THROUGH FRIDAY

And from 3 PM to Midnight Monday through Friday KONO-TV has MORE THAN TWICE AS MANY ¼ hour firsts as ALL other San Antonio stations COMBINED! 110% MORE than all competition! (122 firsts vs 58)

THE SAN ANTONIO TELEVISION AUDIENCE
November 19 through 25, 1957

The survey dates for this report were selected at random from the period of November 1 through 28 by a disinterested party and kept confidential by ARB.

SAN ANTONIO METROPOLITAN AREA STATION SHARE OF SETS-IN-USE SUMMARY	Sta. A.	Sta. B.	KONO (ABC)	Other
MONDAY THRU FRIDAY				
Sign-on to 9:00 AM	38.9	61.6*	-	
9:00 AM to 12:00 Noon	43.2	40.3	23.5*	
Sign-on to Noon	41.8	47.1*	23.5*	
Noon to 3:00 PM	36.3	35.2	28.5	
3:00 PM to 6:00 PM	31.0	17.0	52.0	
Noon to 6:00 PM	33.2	24.5	42.3	
6:00 PM to 10:00 PM	33.3	30.3	36.2	0.2
10:00 PM to Midnight	34.6	24.4*	48.3	
6:00 PM to Midnight	33.5	29.5*	38.3	0.2
SATURDAY				
Sign-on to 6:00 PM	49.5	27.4	30.1*	0.2
6:00 PM to 10:00 PM	38.2	45.3	16.5	
10:00 PM to Midnight	33.9	25.2*	43.0	
SUNDAY				
Sign-on to 6:00 PM	33.2*	35.3	33.1*	
6:00 PM to 10:00 PM	40.7	38.5	20.7	0.2
10:00 PM to Midnight	21.2	14.5*	65.2	0.1
SUNDAY THRU SATURDAY				
6:00 PM to 10:00 PM	35.1	33.8	30.9	0.2
10:00 PM to Midnight	32.6	23.1*	49.4	C.1
6:00 PM to Midnight	34.7	32.1*	34.4	0.2
SIGN-ON TO SIGN-OFF	36.3	32.2	35.3	0.2

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television network

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In Puerto Rico

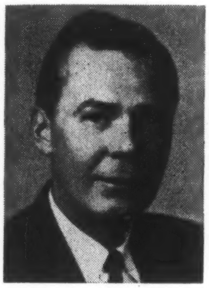
Spanish
is
the language

So Spanish-speaking Pulse interviewers ring doorbells there same as in similar foreign-language areas in the U. S. Indeed no other method works!

THEY'RE BEHIND USIA'S 'VOICE'

Who are the "voices" of America? A Thai princess, descendant of the King of Siam. A Chinese professional man who escaped from the Communist regime. A famous Czech actress who fled her tortured homeland after it fell under the noose of the Reds. A native Jerusalem broadcast correspondent, now heading the Voice's Arabian desk. These and many others are the voices of America to the world.

As part of the United States Information Agency, the Voice comes under the leadership of George V. Allen, director of USIA. A career State Dept. official (his last job was as American ambassador to Greece) and a former director of VOA before the creation of USIA in 1953, Mr. Allen took over his new job last month. He succeeded Arthur Larson, President Eisenhower's chief speech writer and author of "Modern Republicanism"—who ran into a storm with Democratic congressmen that resulted in a drastic cut in USIA's budget. Mr. Larson, who had succeeded Theodore A. Streibert, former MBS president, now is one of President Eisenhower's assistants.



MR. ALLEN

MR. BUTTON

The Voice is run by Robert E. Button, former NBC program and sales executive. Mr. Button became the operating head of VOA in July 1956 when J. R. Poppele resigned. Mr. Poppele was the former engineering vice president of MBS. Before then Mr. Button was in the Office of the Secretary of Defense and in April 1955 was named deputy director of VOA. A native of Tenafly, N. J., and a 1936 graduate of Dartmouth College, Mr. Button joined NBC in 1940 and was assistant program manager of the Blue Network when he entered the Army during World War II (G-2 with General Bradley's Third Army). He returned to NBC-TV as an account executive and left in 1954 for the Defense Dept. post.

The affairs of the Voice of America are looked after by a group of dedicated industry people, the Broadcast Advisory Committee, which includes the following:

Joseph A. McDonald, NBC; Roger W. Clipp, Triangle stations; Robert T. Colwell, J. Walter Thompson Co.; Donley F. Feddersen, Educational Tv-Radio Center; Raymond F. Guy, NBC; Ralph N. Harmon, Westinghouse stations; Jack W. Harris, KPRC Houston, Tex.; Frank L. Marx, ABC; Howard S. Meighan, CBS; J. R. Poppele, broadcast management consultant; Sylvester L. Weaver, broadcast management consultant.

ing a more and more significant aspect of the Voice's operations. Although direct short wave and medium wave broadcasts account for 735 hours weekly, the Voice's package programs amount to 45½ hours weekly.

By mid-1957, VOA had placed 333 hours of our programs on Greek radio stations, and 817 hours on Iranian radio stations.

It now has arrangements with 2,500 local radio outlets in 60 countries and with 300 tv outlets in 39 countries.

The nurturing of local tv stations in foreign countries is a definite practice for Voice officials. Tv's impact is admittedly tremendous, they agree, and the more tv stations there are in other lands, the better for us.

The Voice's tv effort was begun in 1953.

Naturally, the tv program is limited to stations on "our side." There are however slight cracks in the Iron Curtain. There are the tv stations in what Voice people call call "gray" cities—Vienna, Berlin and Helsinki, and at the Bamboo Curtain on the other side of the globe, Hong Kong and Seoul.

Tv broadcasts in those cities cross national boundaries and are viewed by those living under Communist domination.

This can work the other way, too. East Germany recently switched its tv standards to be compatible with those of the West—and now West Germans are able to receive Communist telecasts from East Berlin.

There are major tv questions now agitating the minds of VOA officials. They require long-range planning, and they involve the possibility of establishing VOA-owned tv stations aboard, what to do about long-range scatter tv, and the increasingly popular Eurovision network which has the potential of interconnecting all of Europe.

American programs and broadcasts to the world are aimed undeviatingly at telling the story of American policy and events. Many of them are affirmatively good, but often VOA must broadcast bad news. Vanguard was one; Little Rock was another, but the Voice is still fighting the ill effects on world opinion of atomic bomb tests, the Girard incident in Japan, labor racketeering, juvenile delinquency and other effluvium of American life.

The Voice put out 115 hours of programming daily and more than 75% of them are directed to people behind the Iron and Bamboo curtains.

The competition puts out 302 hours of programming daily.

Voice programs are broadcast directly to

WAKE UP
YOUR SALES
IN ROCHESTER, N.Y.

WITH THE MAN

**Rated 2-to-1 Favorite
in all surveys for 7 years**

—Rochester's Greatest 'Waker Upper'!

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6 to 9:30 A.M. Mon. thru Sat.

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WHEC

**The Station
LISTENERS Built!**

CBS BASIC

Representatives: EVERETT-McKINNEY, Inc.
New York, Chicago, Los Angeles, San Francisco

the peoples of the world via short wave and medium wave.

They are originated in Washington or New York and transmitted by wire lines to 30 U. S. transmitters. These in turn shortwave them to any or all of the 55 repeater stations on the other side of the oceans. These repeaters then rebroadcast the programs, and also some taped material on hand at the overseas bases, to the target areas for which they are intended. Many of them are repeated twice and more times in a day.

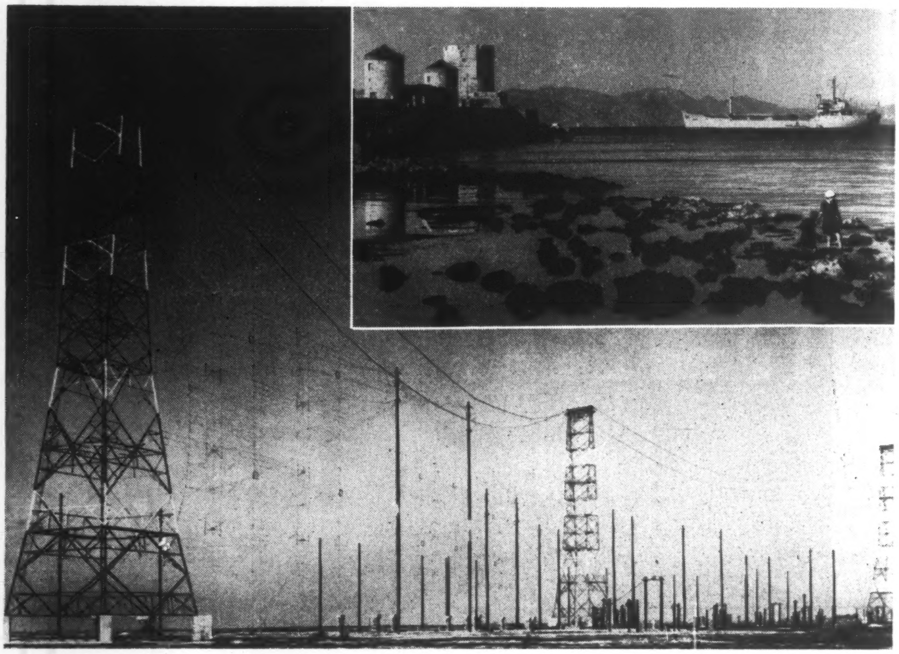
The headquarters of the Voice of America is on the second floor of the Health, Education & Welfare Dept. building in southwest Washington. It is strictly utilitarian. There are located 18 studios, tape and transcription facilities, and a master tape-duplicating installation capable of turning out 40 tapes simultaneously. There are 10 tape editing booths, a recording control center, a master control, editorial offices, and music and transcription libraries.

Master control in Washington, ensconced behind a glass wall, is a huge panoramic keyboard. It is capable of selecting program material from 100 sources and can handle 26 programs at the same time.

There are also studios in New York, and a radio center for originating programs at the huge Munich relay base and at Cairo for the Middle East.

Until 1954 the headquarters of VOA was in New York. But in that year, following attacks on VOA, by the late Sen. Joseph McCarthy, the Voice moved bag and baggage into its Washington quarters to escape the "international" flavor of New York.

The 30 U. S. transmitters are Voice installations, but they are operated under contract by NBC, CBS, Crosley, GE and others. There are 14 on the East Coast (at Bound Brook and Wayne, N. J., and at Brentwood and Schenectady, N. Y.). There are six in the Midwest (all at Bethany, Ohio), and 10 on the West Coast (at Delano and Dixon, Calif.).



FROM *vast mattress-antenna farms in the United States and in Europe, such as this one, the Voice of America brings the voice of America to peoples throughout the world. In inset is the* U.S.S. Courier, *anchored off the Greek Island of Rhodes, whose three shipboard transmitters feed VOA programs to the Near East.*

Overseas there are 55 transmitters at 10 bases. The bases are Tangier, Munich, Salonika, Manila, Honolulu, San Fernando (P. I.), Okinawa, Colombo (Ceylon), Woofferton (U. K.) and the Island of Rhodes.

This constitutes a combined output of 8 million watts. Three of the transmitters are million-watt stations, at Munich, Okinawa and at Manila.

Altogether the Voice's transmitting installations represent a $45 million investment. They cost $2 million a year to run.

A new high powered facility is soon to get underway in the Middle East. This is a $4 million job, and is rated at 500 kw (with a directional signal estimated to be able to lay down 2 million watts).

The base at Rhodes in the eastern Mediterranean is one of the most interesting and unique of the Voice's facilities. This is the floating *USS Courier*, a converted Maritime Commission cargo vessel which is anchored off the island. The ship is 338 ft. long and its 5,800 tons were converted into a floating transmitter in 1952.

The *Courier* is run by the U. S. Coast Guard, with VOA civilian personnel staffing the broadcast operation. It has three transmitters on board, one 150 kw for medium wave, two 35 kw for short wave. Also contained in the floating Voice are three generators, capable of 500-kw output.

The *Courier* costs about $700,000 annually to operate.

Strategically centered in the boiling Middle East arena, *Courier* broadcasts go out to the Moslem world and also to the Soviet and satellite countries.

The Arab world today is poised on the brink—it could be lost to the Free World tomorrow. Russia and its cohorts are pouring in 27 hours daily to tell their side of the story, selling their brand of political and economic life. Radio Cairo, under Egypt's Gen. Nasser, is a 300 kw mouthpiece for the purveyors of anti-American-

Coming Soon!

TV's PROPELLING NEW FORCE!

Aimed to hit RATINGS fast!

ism—and the 300-kw transmitter came to Egypt from Red Czechoslovakia.

The American message amounts to nine hours daily, and our most powerful voice is the *Courier's* 150 kw.

The new transmitter will do much to remedy this imbalance.

The USIA's $95.1 million appropriation for 1957-58 is 16% less than the $113 million for the previous year. This stiff cut—actually USIA had asked for $140 million—hit all actvities, including the Voice. The Voice's Soviet and trans-Iron and Bamboo curtain activities have been maintained, but its programs for the Middle East, the Far East, Latin America and Western Europe have been restricted. Tv activities, for example were cut 75%, especially in Western Europe and Latin America.

This budget tightening has been felt in many ways. Mr. Button points out three distinct areas which have suffered. These are (1) quality of programs, (2) maximum use of facilities and (3) a slow-up in attention to vital areas.

VOA people must have a feel for the areas they specialize in, Mr. Button maintains. They have to visit, see people, imbibe the flavor of the area and the sense of the people. They must get a reaction to Voice programs to determine whether they are getting across. The budget cutback has severely limited this kind of field work.

The vast array of technical facilities around the world should be operated virtually 24 hours a day. Many programs should be repeated time after time after time on the same frequencies and on other frequencies. But that costs money, and the budget cut has caused a diminution of this practice.

In some instances programs have been eliminated or cut. For example the whole Cambodian service was deleted. But what hurts most, Mr. Button emphasizes, is that where programs should have been increased decisively, they either have continued at their present level or have been increased so moderately that it has been hardly effective.

Mr. Button puts it succinctly in these words:

"Sales of Communism are being made, not because Communism is a better product, but because the sales force is better organized and the sales service boys are heavily armed."

This is the way the Voice would use added funds:

More world-wide programs in English. First, English language programs are not jammed. Secondly, a great mass of people throughout the world is acquainted with English.

A step-up in transmissions to Communist-dominated countries. People behind the Red curtains distrust their own information sources; they trust the Voice.

More programs into the new countries, those just emerging as distinct, independent nations, like Ghana and the Sudan in Africa. They can be won to our side, but they won't be unless they know us and get the unvarnished story of what we are doing and saying. Allied to this is the importance of the so-called neutral nations—India for example. We must increase our contact with them, or else they will be persuaded to draw further and further away from us.

And finally, there is tv. The tv service of VOA must be increased by the hundredfold, especially in those countries where tv is just beginning. Programming is such a vital ingredient to this new communication medium that we can assure success by exerting ourselves to give our friends program material.

Almost half the people of the world cannot read or write. A recent UNESCO study shows that there are 700 million adults (an adult is anyone over the age of 15) who are illiterate. This is 44% of the world's adult population. The greatest number are in Asia and Africa, where some countries have as high as 99% of their people illiterate. The Soviet Union itself has from 5 to 10 million illiterates, 2.5% to 5% of its population. In Bulgaria, 25% of the adult population is unable to read or write; in Rumania, 23%; in Greece, 25%; in India, 80% to 85%.

But all these people have ears; they can hear. And what they hear can possibly make the difference between the democratic way of life and "theirs."

We're Proud:

LITTLE PEABODY AWARD
1957

JACK DOUGLAS'
"I SEARCH FOR ADVENTURE"
SPONSORED BY AMERICAN HOME PRODUCTS

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MOST POWERFUL
13
LOS ANGELES

JAXIE'S LESSON IN LOGIC

Over 1/4 million TV sets tune regularly to WFGA-TV, NBC television to 64 counties in South-Georgia and North-Florida.

You can't reach the rich Florida-Georgia market without Jacksonville.

You can't reach the multi-billion dollar Jacksonville-area market effectively without WFGA-TV.

So, the assignment is to apply the above facts to your TV schedule to solve your sales problem.

BASIC NBC AFFILIATION

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S
COLORFUL STATION

Radio Liberation, RFE Add Their Own Barrage

The old adage of never putting all your eggs in one basket applies to the Free World's radio barrage against the Soviet empire. The Voice of America is the United States government speaking. There are two other American-backed broadcast operations directed at the people of the Soviet Union and its satellites, Radio Liberation and Radio Free Europe.

Radio Liberation has a unique role—it broadcasts 24 hours a day, seven days a week, exclusively to the people of the Soviet Union. An arm of the American Committee for Liberation, founded in 1950, Radio Liberation is staffed with more than 150, the bulk Soviet exiles. It transmits the voice of Free Russia from radio centers near Munich and also at Tapei on Taiwan in order to reach both ends of the Soviet land mass. The transmitters range from 20 kw to 50 kw, and shortwave is used solely. The broadcasts are in the Russian language or in one or the other of the 17 official languages spoken by cultural minorities within the U.S.S.R.

The parent committee, which is underwritten by private American sources including foundations, also publishes Russian-language newspapers and supports the Institute for the Study of the U.S.S.R. Howland H. Sargeant, former U. S. Assistant Secretary of State for Public Affairs, is president; Richard Bertrandias is director of the radio division.

Radio Free Europe pours the voice of freedom into the satellite countries from 22 transmitters divided into five groups, each group aimed at one of these five enslaved countries: Czechoslovakia, Poland, Hungary, Rumania and Bulgaria. It is the broadcast division of the Free Europe Committee which was established in 1949 and which is headed by Joseph Grew, former American ambassador to Japan and onetime Undersecretary of State. Its aim is the independence of Eastern Europe from Soviet domination.

Payroll Nearly 2,000

Almost 2,000 people comprising 26 nationalities work for RFE. It has 22 transmitters, at Munich and Lisbon. For one hour each night, RFE saturates each of three satellite countries with transmissions from all of its broadcast installations—with powers ranging from 10 kw up to 100 kw. RFE also maintains a monitoring staff, which listens in to Radio Prague, Radio Bratislava, Radio Warsaw and Radio Budapest as well as to Moscow broadcasts. The RFE programs run a gamut of news and commentary, but also include cultural and human interest programs tailored for each of the five target countries.

Both Radio Liberation and RFE are certain they are getting through, since they, like VOA, receive mail at blind post office box numbers, hear of their successes from travelers and refugees, and point to Soviet jamming and newspaper and periodical attacks as evidence that their broadcasts are being received.

Court Issues Temporary Stay In St. Louis Ch. 11 Situation

A federal court last week by a split, two-to-one vote, issued a temporary stay against consummation of the St. Louis ch. 11 situation whereby CBS was assigning its ch. 11 grant to the three losing applicants.

At week's end the FCC was considering asking the full U. S. Court of Appeals in Washington to review the decision.

The concomitant purchase by CBS of ch. 4 KWK-TV St. Louis for $4 million was not involved in the stay, but it is understood that CBS has not yet closed that transaction.

The stay came on an appeal by St. Louis Amusement Co., a one-time ch. 11 applicant. It was granted by Circuit Judges E. Barrett Prettyman and Warren E. Burger. Chief Judge Henry W. Edgerton dissented.

St. Louis Amusement Co. (the former Fanchon & Marco theatre circuit) was an applicant for ch. 11 in the early days of that vhf hearing before the FCC. It dropped out when it failed to persuade the FCC and the appeals court to dismiss CBS's application—on the ground that CBS was so far superior to all other applicants it was sure to win the grant.

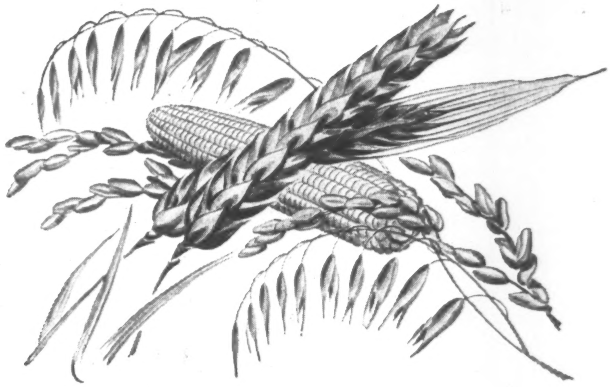
The ch. 11 grant was due to be assigned without payment to 220 Television Inc., one of the three remaining applicants. The other two, St. Louis Telecast Co. and Broadcast House Inc., hold options to share ownership with 220 Television Inc.

Examiner Finds Against Renaire In FTC Charges of False Ads

Renaire firms in Washington, D. C., Delaware, Maryland, New Jersey and Pennsylvania have made false claims in newspaper and radio advertisements for the Renaire plan of purchasing food and home freezers, it is held in an initial decision by a Federal Trade Commission hearing examiner. The action is subject to Commission confirmation, appeal, stay or review.

The examiner upheld charges made in May 1956 that Renaire falsely claims a customer's initial food order is worked out by "accredited food budget analysts" and that a customer will have the services of "trained, qualified food consultants" in planning food purchases. Renaire's analysts and consultants are not professional people, according to FTC Examiner Joseph Callaway, but are salesmen whose essential job is "to sell freezers." The firms also have misrepresented that government-inspected meat is exclusive with Renaire, that each carton of food carries a U. S. Dept. of Agriculture inspection label and that production costs can be controlled by having Renaire food inspected by U. S. officials, he said.

Charges that price advantages were misrepresented, however, were dismissed.



Cereal and Milk is Low in Dietary Fat

Few foods at such low cost can better the nutritional composition of the cereal and milk serving and as shown below it is *low in dietary fat.* Thus it merits inclusion in low-fat diets.

The cereal and milk serving is a good source of many nutrients and furnishes about 10 per cent of the daily needs of protein, important B vitamins, and essential minerals. Served with nonfat milk, the fat content is very low.*

Nutritive Composition of Average Cereal Serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
Calories	203	104	83	16
Protein	7.3 gm.	3.1 gm.	4.2 gm.	
Fat	5.3 gm.	0.6 gm.	4.7 gm.*	
Carbohydrate	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
Calcium	0.169 gm.	0.025 gm.	0.144 gm.	
Iron	1.5 mg.	1.4 mg.	0.1 mg.	
Vitamin A	195 I.U.	—	195 I.U.	
Thiamine	0.16 mg.	0.12 mg.	0.04 mg.	
Riboflavin	0.25 mg.	0.04 mg.	0.21 mg.	
Niacin	1.4 mg.	1.3 mg.	0.1 mg.	
Ascorbic Acid	1.5 mg.	—	1.5 mg.	
Cholesterol	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.

**Based on composite average of breakfast cereals on dry weight basis.

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

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NAB BUDGET NEARS MILLION MARK

- **Directors face long list of industry issues**
- **Membership at record figure as new year begins**

NAB (ex-NARTB), with an all-time record membership of 2,196, will face an association budget approaching the $1 million mark when the combined Radio and Tv Boards meet Jan. 22-24 at Camelback Inn, Phoenix, Ariz.

An unprecedented list of legislative and regulatory pressures, plus the usual problems of protecting the rights of free broadcasting, will confront the three-day board meeting. A series of committee sessions will start Jan. 19 in advance of the separate Radio and Tv Board meetings Jan. 22 and 23, respectively, to be followed by a joint directors' session Jan. 24.

In advance of the meeting some directors have suggested that President Harold E. Fellows be given additional assistance to meet the growing list of problems [Closed Circuit, Dec. 16, 1957]. Already Mr. Fellows has vested added duties in the office of Howard H. Bell, whose title was changed from assistant to the president to assistant to the president in charge of joint affairs.

The board meets under the original association title—National Assn. of Broadcasters—following an overwhelming membership vote in favor of this change in line with a proposal set in motion at the board's 1957 winter meeting.

Membership as 1958 opened consisted of 1,415 am stations, 337 fm stations, 4 radio networks, 319 tv stations, 3 tv networks and 118 associates in manufacturing and related fields. This is an increase of 70 members over a year ago.

The budget submitted at the beginning of 1957 was $952,000, including $125,000 allocated to the Television Code Review Board. This compared to $928,000 for the association's 1956 budget.

A major step during 1957 was expansion of the NAB public relations department, ordered a year ago by the board. The department expanded personnel and took on new duties under Donald N. Martin, public relations assistant to the president. Its work has included promotional material such as publications and films, plus measures to meet anti-industry movements and to promote public understanding of broadcasting.

Committees will report to the board their recommendations on the 1958 convention at Los Angeles (April 27-May 1), efforts to break down barriers to camera and microphone reporting of court trials and other public events, steps to meet issues facing am, fm and tv station-network operators and participation in international activities through the Inter-American Assn. of Broadcasters. President Fellows is scheduled to attend a spring meeting of IAAB with the U. S. delegate, Gilmore N. Nunn, WBIR-TV Knoxville, Tenn.

A new issue confronting the combined boards will be the flurry of city advertising taxes (see page 38) [Advertisers & Agencies, Dec. 30, 1957 *et seq.*]. Legislative discussions will include the swarm of Capitol Hill investigations and proposed laws, pay tv, excise tax relaxation for all-wave tv sets and assorted hearings and probes. The FCC's Barrow Report (see page 27), with its sweeping proposals to revise industry business methods, will be reviewed.

The Tv Board will be interested especially in pay tv and the proposed tv circulation audit plan. A tv membership survey will be submitted, reflecting membership ideas about a major nationwide survey project that has been five years in the development stage. The survey would involve an all-industry non-profit corporation with a budget that might run up to $1 million for the first year and less in future years if it were put on a continuing basis. A lot of research has gone into the planning of this project. It was discussed in detail during the autumn regional meetings, with a limited majority of members apparently favoring the idea.

While this tv circulation audit would be conducted on an all industry basis, it isn't likely to get off the ground unless the association's Tv Board gives its approval.

Other topics before the tv directors include progress of the wired tv living-room movies in Bartlesville, Okla. [Special Report, Nov. 11, 1957]. NAB has conducted the first phase of a Bartlesville survey, a pre-service study conducted last summer before the project was operating. A follow-up study is planned early in 1958.

Pay tv still is a tough problem for the Tv Board. The association has opposed any use of spectrum space allocated to broadcasting for this subscriber type of service. The board will go into the whole problem of spectrum use. Such subjects as subliminal (too fast to be seen) tv and plans to promote use of film through a station manual are slated for review during the week.

Both Tv and Radio Boards, plus the Combined Board, will go over details of the Los Angeles convention. The basic program format has been laid out, including plans for meetings and exhibits in both the Biltmore and Statler hotels.

The radio directors will receive a proposal to adopt visual and aural symbols identifying stations subscribing to the association's Standards of Good Radio Practice. Other topics will include a research project designed to show the true dimensions of radio listening, a proposal to ask set manufacturers to include fm tuners in tv sets, progress in negotiations over AT&T transmission tariffs, standard format for radio rate cards and a radio employment and wage study.

Both radio and tv directors will review association efforts to obtain an American Bar Assn. hearing on ABA's Canon 35, which bars electronic reporting of court trials. President Fellows has asked ABA's House of Delegates for a chance to present the industry case Feb. 24-25 at the group's Atlanta meeting. The House will receive a report from its canon revision committee. This report recommends minor changes in wording of the canon but retains the electronic bans.

Koplovitz Gets Nomination To Head FCBA for Next Season

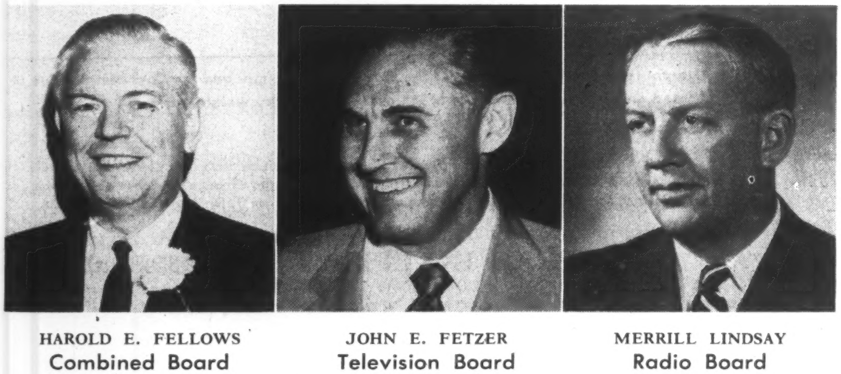
William C. Koplovitz, Washington radio attorney, has been nominated to be president of the Federal Communications Bar Assn. for the 1958-59 season. He would succeed George S. Smith. Balloting is scheduled for Jan. 10 at the Sheraton Park Hotel, Washington, when the FCBA annual meeting takes place. The annual FCBA banquet takes place that night at the same hotel.

Other officers nominated for the coming year are Leonard H. Marks, first vice president; Frank U. Fletcher, second vice president; Arthur H. Schroeder, secretary; Kelley E. Griffith, treasurer, and Edwin R. Schneider, assistant secretary.

Named for election to the executive committee were Norman E. Jorgensen and Thomas H. Wall, for three-year terms, and Ben C. Fisher, one year. They would succeed Donald C. Beelar, W. Theodore Pierson and Thomas W. Wilson. Remaining on the executive committee are Henry G. Fischer, Harold E. Mott and Verne R. Young.

Nominations were made by a committee headed by Philip J. Hennessey Jr., and including Vincent B. Welch, Frank Roberson, Percy H. Russell Jr., William A. Porter and George O. Sutton.

CHAIRMEN OF THE NAB BOARDS



HAROLD E. FELLOWS
Combined Board

JOHN E. FETZER
Television Board

MERRILL LINDSAY
Radio Board

Howe of ABN, Robinson of CBS-TV Head Heart Fund Radio, Tv Units

Appointments of Quincy Howe, news commentator for the American Broadcasting Network, and of Hubbell Robinson Jr., executive vice president of CBS-TV, as heads of the radio and television committees of the 1958 Heart Fund campaign, have been announced by Sylvester L. Weaver Jr., public relations committee chairman of the American Heart Assn.

The primary function of the committees, according to Mr. Weaver, is to secure support from the entire broadcasting industry for the Heart Fund's month-long drive starting Feb. 1.

Other members of the radio committee are Robert E. Eastman, president of American Broadcasting Network; Bertram J. Hauser, MBS executive vice president; Thomas J. McDermott, vice president, Benton & Bowles; Edward H. Mahoney, vice president, Cunningham & Walsh; John F. Meagher, radio vice president, NARTB; Fern Melrose, president, American Women in Radio & Television; Robert P. Mountain, vice president, Young & Rubicam; J. James Neale, vice president, Dancer-Fitzgerald-Sample; John K. West, vice president, NBC (Hollywood); George Wolf, formerly vice president, Ruthrauff & Ryan, and Sidney J. Wold, president, Keystone Broadcasting Co.

Membership of the television committee includes James S. Bealle, vice president, Kenyon & Eckhardt; Ted Bergmann, president, Parkson Adv.; C. Terence Clyne, executive vice president, McCann-Erickson; Philip H. Cohen, vice president, Sullivan, Stauffer, Colwell & Bayles; Ralph Cohn, vice president, Screen Gems; James C. Douglass, vice president, Ted Bates & Co.; Robert L. Foreman, executive vice president, BBDO; Tom Johnston, vice president, Grant Adv.; Nicholas E. Keesely, senior vice president, Lennen & Newell; Robert E. Kintner, executive vice president, NBC; Dan Seymour, vice president, J. Walter Thompson Co.; William S. Todman, partner, Goodson-Todman Productions, and Oliver Treyz, vice president, ABC-TV.

Natl. Tv Film Council Nominates Robert Gross for President

The nominating committee of the National Television Film Council has named a slate of officers and directors to serve in 1958. The election will be held at the next monthly luncheon of NTFC in New York Jan. 23.

Officers nominated were president, Robert Gross (American Film Producers); executive vice president, William J. Reddick (W. J. German Inc.); executive secretary, Bernard Haber (BBDO); general secretary, Sally Perle (Central Casting Corp.); treasurer, Lou Feldman (DuArt Labs); production vice president, Hal Seeger (Seeger Productions); distribution vice president, Sydney A. Mayers (Guild Films Inc.); agencies vice president, Don T. Widlund (J. Walter Thompson Co.); television stations vice president, Edward Hamilton (ABC-TV); technical services vice president, Ralph Koch (K & W Film Service); membership vice president, Joseph T. Dougherty (E. I. DuPont de Nemours).

Directors nominated were John J. Schneider, Lennen & Newell; Dr. Alfred N. Goldsmith, consulting engineer; E. P. Genock, Eastman Kodak Co.; Waldo Mayo, Mayo Video; Arche A. Mayers, Standard Television Corp.; Marshall G. Rothen, Kenyon & Eckhardt; Dave O'Shea, Weed Television Corp.; Charles W. Carpenter, Technicolor Corp.; Donald Mack, Filmack Trailer Co.; Nicholas Farkas, Farkas Films Inc., and Peter Keane, Screen Gems Inc.

TRADE ASSOCIATION SHORTS

Arizona Broadcasters Assn., Phoenix, has announced Jan. 11 as date for its semi-annual meeting. It will be one-day meeting and will be held at Valley Ho Hotel in Scottsdale. Election of officers will take place.

Merchandising Executives Club, N. Y., announced details of educational program to be carried out in association with nine colleges and universities in metropolitan area. Program includes availability to colleges of monthly talks made at MEC meetings; employment guidance to college students interested in merchandising and marketing fields, and establishment of semi-annual seminar to which college students will be invited.

A NEW WIS FORMAT

KEEPS CENTRAL SOUTH CAROLINA IN TOUCH
WITH ALL THE NEWS AND NEVER
FAR FROM MUSIC!
WE CALL IT THE BIG EARFUL
OUR LISTENERS SAY, "*the new programs on WIS sure are real nice.*"*
CASH IN ON THIS FAST, FESTIVE PROGRAMMING THAT'S
BRINGING MORE FUN TO MORE LISTENERS EVERY DAY.
SEE YOUR PGW COLONEL . . .

*excerpt from typical letter
received Dec. 9, 1957.

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COLUMBIA, SOUTH CAROLINA
G. Richard Shafto, Executive Vice President
W. Frank Harden, Managing Director

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Power: Visual 100 kw
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Rank Not Interested in Sales Of Film to Tv, Says Sochin

Although the Rank Organization several years ago sold its current and old movie products to tv for lack of a theatrical market in the U. S., Rank now is not interested in the tv market, according to Irving Sochin, general sales manager for Rank Film Distributors of America Inc., New York, U. S.-based distributing arm.

Mr. Sochin declared Thursday that "we are not presently thinking of releasing our films to tv." He noted that "no thought at all" is being given to eventual tv syndication because "at long last we are finding enthusiastic response to our product by theatre managers." He explained that several years ago, Rank Distributing Co. (predecessor to RFDA) released a number of British-made films to television "because we didn't find a ready market for our films in theatres." The biggest Rank contribution to television was the 145-picture deal with ABC-TV for its *Famous Film Festivals* in 1955-56. Included in the two packages—of 40 and 105 films each—was a number of post-1948 films, reasonable because there were no residual rights involved.

Mr. Sochin also took cognizance of pay-television, saying, "We have looked at the Bartlesville experiment, but have come to no conclusion."

RFDA was organized last April to fill the long-standing gap in U. S. distribution of Rank products. It plans expanding its national organization to some 16 offices in 1958.

Ziv's 'Sea Hunt' in 146 Markets

New sales of the *Sea Hunt* half-hour tv film series to regional and local sponsors and to tv stations have raised show's coverage to 146 markets, it is to be announced today (Monday) by Walter Kingsley, general sales manager of syndication operation for Ziv Television Programs, New York.

New regional sponsors of the series are the Schlitz Brewing Co. for Orlando and Pensacola, Fla.; R. J. Reynolds Tobacco Co. for Indianapolis and Houston, and General Baking Co. for Schnectady and Louisville. Local sponsors include Coca-Cola Bottlers, Sioux City, Iowa; Modern Bakeries, Johnson City, Tenn., and Bennett Paint Co., Twin Falls, Idaho. New station sales were to WMBR-TV Jacksonville, Fla.; WSLS-TV Roanoke, Va.; WOC-TV Davenport, Iowa; KCSJ-TV Pueblo, Colo.; KNAC-TV Fort Smith, Ark.; KMID-TV Midland, Tex.; WGR-TV Buffalo, N. Y., WSIS-TV Nashville, Tenn., and WTRF-TV Wheeling, W. Va.

NTA Net Income Up 148%

National Telefilm Assoc., New York, last week issued a year-end review of its activities in 1957, spotlighted by the company's record net income and by its entrance into field of television station ownership.

Ely A. Landau, board chairman, reported that net income for 1957 totaled $1,094,031, which he described as a 148% increase over the 1956 net revenue figure of $441,877. The company's expansion program, he added, included acquisition of a controlling interest in KMGM-TV Minneapolis and purchase of WATV (TV) Newark, the latter awaiting FCC approval.

SG Announces Availability Of 112-Feature Film Package

Screen Gems Inc., New York, last week announced the availability of a new group of 112 feature films which will be sold under the package name of "Triple Crown." The package consists of 52 Columbia Pictures films; 52 Universal-International films and eight films produced by Screen Gems for showing on CBS-TV's *Playhouse 90* last season.

Jerry Hyams, director of syndication for SG, said sales on the package were concluded with eight tv stations before the formal sales campaign began. Purchasers of "Triple Crown" were WBBM-TV Chicago, WFIL-TV Philadelphia, KRON-TV San Francisco, WHCT (TV) Hartford, WISH-TV Indianapolis, WANE-TV Fort Wayne, KUTV (TV) Salt Lake City and KFMB-TV San Diego.

Feature films in the package include "It Happened One Night," "All Quiet on the Western Front," "Mr. Smith Goes to Washington," "Lost Horizon," "My Sister Eileen" and "Brute Force."

'Mike Wallace' Goes Overseas

The availability of *Mike Wallace Interviews* for overseas distribution by ABC film syndication has been announced by George T. Shupert, president of ABC Film. Initially, 26 half-hours of the program carried live on ABC-TV (Sat., 10-10:30 p.m.) will be offered to English-speaking countries throughout the world. Canadian distribution will be limited to markets where coverage does not overlap continental United States markets.

FILM CLIPS

SALES

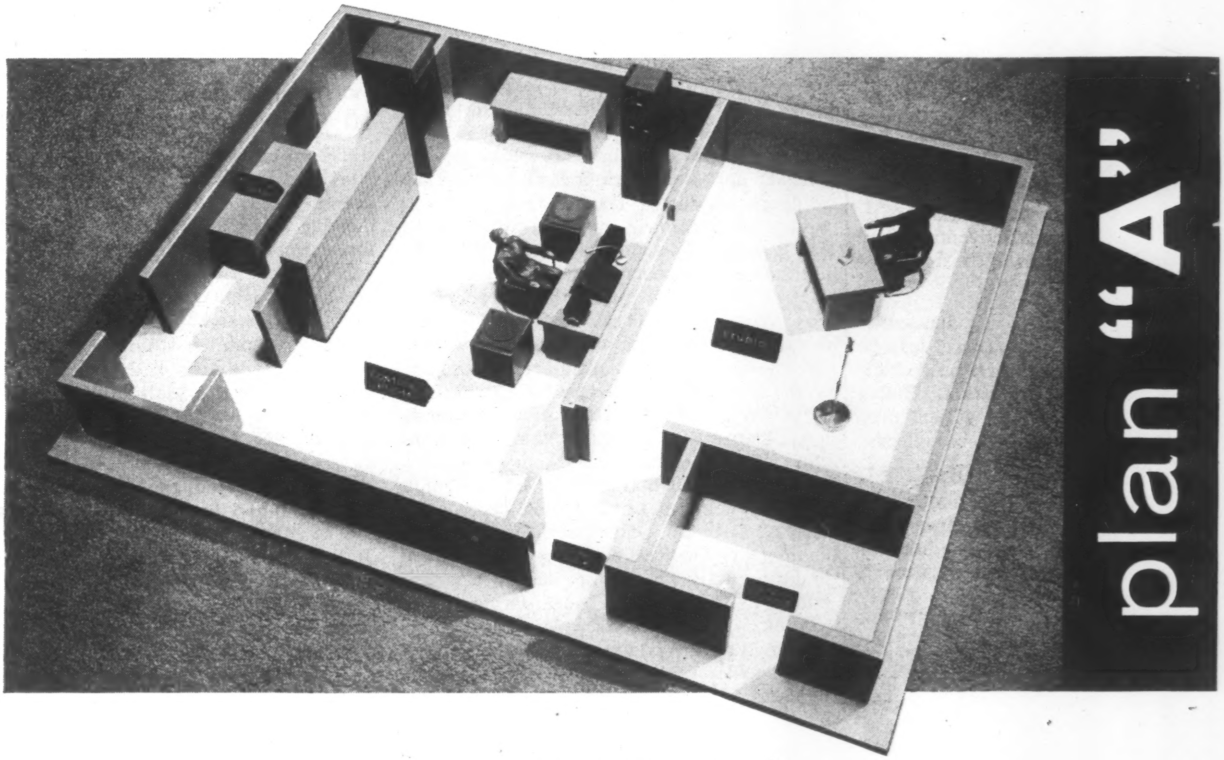
ABC Film Syndication, N. Y., reports that *26 Men*, already signed in 150 U. S. markets, has been sold in Canada to CKMI-TV Quebec City and CBMT-TV Montreal.

Screen Gems, N. Y., has sold its *Father Knows Best, Tales of the Texas Rangers, 77th Bengal Lancers, Jet Jackson* and *All Star Theatre* half-hour tv film series to CMBF-TV Havana, Cuba.

National Telefilm Assoc., N. Y., has announced that its "Champagne Package" of 58 feature films has been sold in 16 new markets, increasing total markets on series to 50. New stations signed include KMOX-TV St. Louis, WGN-TV Chicago, KPIX (TV) San Francisco, WWJ-TV Detroit, KUTV (TV) Salt Lake City, KWTV (TV) Oklahoma City and KOIN-TV Portland, Ore.

Fremantle Overseas Radio & Television, N. Y., reports sale of Spanish-dubbed version of *Hopalong Cassidy* to Goodyear-Oxo, Mexico City, for telecasting in Mexico on 52-week basis. Company also reports sale of its *Jungle* tv film series and library of

Planning a Radio Station?



Here's Plan **"A"** that requires a minimum investment!

For the small station operator who plans to start with a modest amount of capital, Plan "A" will prove desirable. It provides for economical "combined" studio-transmitter operation offering the programming requirements for records, control room announce, one studio, tape facilities, network and remotes.

Plan "A" permits operation with a minimum of personnel. It is designed for a single operator-announcer to work directly from control room. The equipment location makes this practicable, since turntables, tape recorder, control console and record rack are all within easy reach.

While Plan "A" is ideal for most small stations, it is just one of three basic plans that can be modified to meet your needs exactly.

Building layouts, together with a discussion of equipment requirements, and current trends are included in a new brochure. For your free copy, write to RCA, Department B-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

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BROADCAST AND TELEVISION EQUIPMENT
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150 Encyclopaedia Britannica films to HST-TV Bangkok, Thailand.

FILM PRODUCTION

Screen Gems Inc., N. Y., announces production of two half-hour situation comedy series to start January. **Ben Feiner Jr.** to handle *My Old Man*, starring **Ed Wynn. Carol Irwin** to produce *Minerva*, starring **Myrna Loy.** SG also has announced that it will produce new half-hour comedy tv series, *Dear George*, in association with GAC-TV. Series concerns adventures of young lady working as press agent in Hollywood.

National Telefilm Assoc., N. Y., has completed 12 programs of its *George Jessel's Show Business* half-hour tv film series, which is being filmed by Desilu Productions, Hollywood. Total of 36 half-hours will be produced. Series is scheduled to be telecast early this year.

MGM-TV reports it has begun shooting its new tv series, *Northwest Passage*, at its Culver City, Calif., studios. Series—adult adventure set against background of French and Indian wars—has been sold to NBC-TV and is slated to be shown in fall 1958 season.

Odyssey Pictures Corp., L. A., began production of its new tv series *The Gaucho* at Churubusco Studios, Mexico City, Nov. 27. Series is based upon Douglas Fairbanks Sr. starring vehicle, produced for United Artists in 1927. **Nathan Juran** is directing pilot film, starring **Carlos Rivas.**

Stark-Layton, independent New York tv production firm which packages two NBC-TV live shows, *Modern Romances* and *True Story*, is preparing four film series for airing next year. New series *City Police* was scheduled for production Dec. 15, *Abby Tupper* is scheduled Jan. 15 and *Meg Malone* and *Inside Detective*, Feb. 15.

RANDOM SHOTS

Robert Lawrence Productions, N. Y., producer of tv films and industrial motion pictures, reports it will establish its own animation service in New York headquarters, effective Jan. 1.

PROGRAM SERVICES

L. A. Anti-Pay-Tv Group Begins Referendum Move

Citizens Committee Against Pay-Tv has begun to collect signatures on a petition to halt the inauguration of closed-circuit toll tv systems in Los Angeles until the city's voters have the chance to express their views in a public referendum. The committee is headed by Julius Tuchler, who during the many hearings on toll tv by city officials appeared as representative of the Southern California Theatre Owners Assn., which has vigorously opposed any type of pay tv, either by air or by wire, as threatening the very existence of the theatres.

Paradoxically, a major theatre operator, Fox West Coast Theatres Corp., in conjunction with International Telemeter Corp., Paramount Pictures subsidiary, holds one of the franchises granted by the city council to which the theatre association is protesting. Skiatron Tv Inc. holds the other franchise. The franchises, authorizing the companies to install and operate closed-circuit toll tv systems in Los Angeles, became effective Dec. 23 with publication of the enabling ordinances passed by the council and signed by the mayor, despite a strong effort to get him to veto the measure [Program Services, Dec. 23].

Signatures are coming in "the thousands," Mr. Tuchler said last week. "It's the most popular referendum ever held in Los Angeles with a better than 95% acceptance," he declared, predicting that the necessary 51,767 signatures will be collected easily before Jan. 23, deadline for filing the petition. Volunteers are going from house to house to collect the signatures to expedite the task of writing in the precinct of each signer, a tremendous job when signatures of people from all parts of town are collected in such places as theatre lobbies, Mr. Tuchler said. A professional organization, Morgan-Keaton Co., is supervising the collection and validation of signatures. The California Federation of Women's Clubs and other organizations, including several unions, are cooperating with SCTOA in the campaign, he said.

Chappell Files Suit Against WSAY

A copyright infringement suit against WSAY Rochester, N. Y., has been filed by Chappell & Co., it was announced last week by ASCAP. The complaint charges the station with performing four songs without authorization. It was made in the U. S. District Court for the Western District of New York. It asks not less than $250 for each unauthorized performance.

Tv Music Licenses Extended 10 Days Pending ASCAP Meet

Television stations were operating with a 10-day extension of their ASCAP music licenses last week pending an ASCAP board meeting to be held this Thursday to decide for or against renewing the licenses for four years.

Approximately 300 tv stations had "voted" in favor of renewal as of late last week, compared with 3 voting against it. The ASCAP negotiators had indicated willingness to renew if a "substantial majority" of stations accepted [Stations, Dec. 30, 1957]. But the ASCAP board, meeting last Monday, apparently was not satisfied with the returns, even though they then stood at about 260-to-3 for renewal.

The ASCAP board accordingly notified Judge Simon H. Rifkind, counsel to the all-industry negotiating committee, that the old licenses—which expired Dec. 31—would be extended 10 days to permit other stations to make their wishes known.

If no agreement is reached and the old licenses are not extended again, stations playing ASCAP music after Jan. 10 will be infringing on ASCAP's rights. But they could avoid this by formally demanding licenses, which would give them 60 days to negotiate new agreements. If there were still no agreement at the end of 60 days they could take the matter to court, which would hold hearings and set what it considered reasonable terms.

PROGRAM SERVICES SHORTS

United Recording Labs., N. Y., has moved to new quarters at 681 Fifth Ave., New York 22. Telephone: Plaza 1-4660. New facilities include three sound-proofed recording studios; Altec E-V Telefunken, RCA and Western Electric microphones; Altec and RCA custom consoles, and Ampex tape recorders.

Westminster Recording Co., N. Y., will hold series of meetings weekend of Jan. 10 in N. Y. to be attended by company distributors throughout country. **Dr. Kurt List,** musical director, will give demonstration of stereo recordings and discuss latest developments in Westminster recording techniques and other top officials will report on company plans for 1958, including Westminster's entry into popular music field.

S. Jay Reiner Co., national contest and merchandise organization, has announced expansion program to be highlighted by move of company into its own building early this year at 155 Mineola Blvd., Mineola, N. Y.

Voice of Prophecy, Glendale, Calif., is offering quarter-hour *Time for Singing* (sacred hymns and songs) to stations without charge. Audition tape supplied upon request to Voice of Prophecy, Box 1511, Glendale 5.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

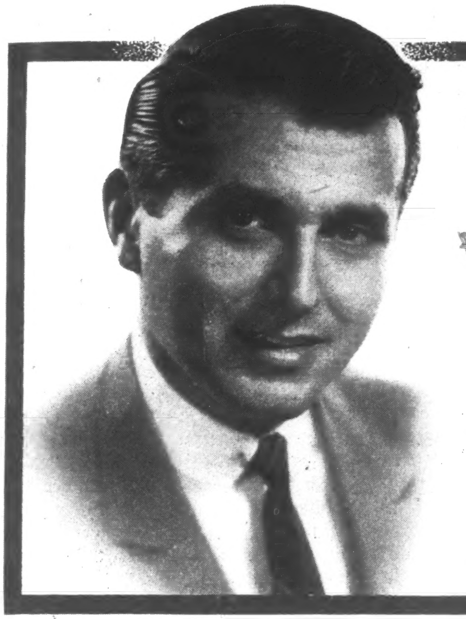
WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week



"Ad Age is stimulating reading and thoroughly helpful to me..."

says **RICHARD LOCKMAN**
Vice-President
Emil Mogul Company, Inc.

"The advertising business keeps growing bigger, keeps growing broader. Creating effective advertising is just one part of the giant task of moving merchandise across the counter. Now more than ever before, a day-to-day awareness of the latest promotional ideas, marketing techniques and merchandising schemes is indispensible. I find that Advertising Age covers all bases remarkably well. There hasn't been an issue that didn't prove to be stimulating reading and thoroughly helpful to me."

RICHARD LOCKMAN

Should anyone doubt that advertising can offer unusual vistas for bright young people, Mr. Lockman might be singled out as a case in point. Starting in advertising at 19, this New Yorker steadily rose to the front ranks of his field. Now, at 36, he is a principal of the Emil Mogul agency, where he supervises the Revlon account and takes an active part in the plans board functioning on all accounts.

At the beginning of his career, Mr. Lockman worked for several small agencies and attended New York University evenings. With a B.A. to his credit, he became advertising brand manager for The Mennen Company. After five years with the company's men's line and baby products, Mr. Lockman moved on to Bourjois, Inc. During his five-year association with Bourjois, we was named vice-president in charge of advertising and merchandising, and helped launch a number of new cosmetics. He also created the names for two new fragrance lines—"Christmas in July" by Monico and "Roman Holiday." In 1955, Mr. Lockman joined the Emil Mogul Company as a vice-president and director.

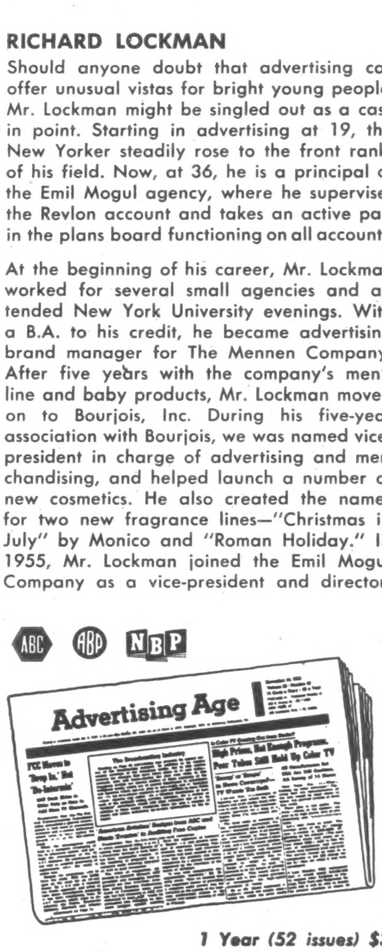
There may be, as the man said, "no business like show business," but the business of selecting markets and media in today's complex economy is certainly not without its share of competition and excitement. One thing's sure, in any business, decision-makers must be on top of the news of their field. That's why you'll find that most of the advertising executives who are important to you—those who *influence* as well as those who *activate* major broadcast decisions—are enthusiastic Ad Age readers.

At the Emil Mogul Company, for example, where $7,500,000* of its 1956 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its broadcast accounts is the Rayco Manufacturing Company, Inc. (auto seat covers and convertible tops) and Revlon, Inc., for which Mogul handles such products as Silken Net hair spray and Aquamarine shampoo and lotion. Every Monday, *17 paid-subscription copies* of Ad Age provide "thoroughly helpful" information to Mogul executives, while *24 paid-subscription* copies get a going-over at Rayco and Revlon.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting-Telecasting 1956 Report.*

ABC ABP NBP



important to important people

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480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

AFTRA TACTICS FACE COURT TEST

- **NLRB asks injunction in secondary boycott against WCKY**
- **Federal court may decide extent of such union activities**

How far can a labor union go in using the secondary boycott against broadcast stations or networks involved in labor disputes?

The familiar union pressures against advertisers and agencies appear in a vast majority of strikes against broadcast employers. They have been used with zeal against firms doing business with WCKY Cincinnati, involved in a dispute with American Federation of Television & Radio Artists.

But now a U. S. District Court and the National Labor Relations Board have entered the dispute. Next Friday Judge John H. Druffel of the federal court will hear an NLRB plea asking an injunction to halt AFTRA's tactics against WCKY.

The case marks one of the few times a court has ordered a hearing in a broadcast boycott case. It may unsnarl one of the most confused legal tangles in the labor relations field—the amount of secondary boycotting allowed by the Taft-Hartley Act.

NLRB's Cincinnati complaint against AFTRA and its request for an injunction are based on AFTRA efforts to force or induce employes of advertisers, agencies and other firms to refrain from doing business where WCKY is involved.

According to the NLRB's regional director, John C. Getreu, AFTRA tried to keep its members who were employed by advertising agencies and recording firms from making advertising recordings that were to be broadcast by WCKY.

This is a special application of the secondary boycott, differing from the common practice of sending to advertisers and agencies this type of a notice: "We would like to inform you that a labor dispute is in progress against. . . ."

The NLRB injunction request asked for a hearing of the issues, explaining that since mid-September AFTRA has ordered member employes at agencies and other business places who were working on advertising recordings not to make any recordings for broadcast on WCKY.

Employes of these firms have complied with instructions, with the result that agencies and other employers "have ceased using WCKY facilities to broadcast transcriptions and recordings advertising the products of the clients of the advertising agencies and other employers," according to the NLRB petition. It added, "It may be fairly anticipated that unless enjoined, respondents [AFTRA] will continue and repeat their acts."

The petition also asked that AFTRA be restrained from picketing and from directing orders and threats at employes of agencies and other firms in efforts to get them to strike or to refuse to work or to prevent business firms from using WCKY.

A complaint issued Dec. 30 by Mr. Getreu as NLRB regional director covers the same ground as the injunction plea. The court is asked to restrain the union pending final action by NLRB on the regional office's complaint.

The NLRB action is based on Sec. 8 (b) (4) (A) of the National Labor Relations Act, which brands as an unfair labor practice "forcing or requiring any employer or self-employed person to join any labor or employer organization or any employer or other person to cease using, selling, handling, transporting, or otherwise dealing in the products of any other producer, processor, or manufacturer, or to cease doing business with any other person."

WCKY and AFTRA had been negotiating several months prior to a strike that began Aug. 28. The station had offered the same terms contained in the WKRC Cincinnati contract but would not agree to a union shop, it said. Announcers at WCKY had voted 7-5 last May to join the union, the station having operated on an open-shop basis. Six announcers walked out Aug. 28 and have been replaced. Five announcers remained on duty.

WCKY has disputed a union demand for pay within pay, amounting to 55 cents per commercial announcement—whether live or recorded and regardless of the fact that no service was performed in the case of recorded announcements.

C. H. Topmiller, WCKY president, said, "The union threatened to bankrupt WCKY and has tried to carry out this threat through illegal boycotts. We are glad the NLRB has decided to call a halt to this reckless and unfair conduct." On behalf of AFTRA, the Cincinnati local's attorney, Jonas Katz, said, "There are very serious legal questions involved about the validity of seeking this injunction."

WGAW Relays Payments by Fox

Writers Guild of America, West, has mailed checks totaling $35,000 to 125 screen writer members as first payment in the Matty Fox-RKO deal for the release of post '48 films to tv. The payments represent one-sixth of the $235,000 Mr. Fox agreed to pay to the writers of 82 feature pictures and an undetermined number of shorts, in 36 equal monthly payments, six of which have already been received, Frank S. Nugent, president of the Screen Writers Branch of the guild, reported in a letter accompanying the checks.

AFTRA's Pension Fund Ready to Begin Payments

The pension fund of the American Federation of Radio & Television Artists, adopted in November 1954, was ready to begin payments to performing artists last Wednesday, according to a joint announcement from Donald F. Conaway, AFTRA national executive secretary, and I. S. Becker, vice president of CBS Radio, the acting co-chairman of the fund's trustees.

It was pointed out there was no indication of the number of union members who would apply for benefits. Under the plan, benefits are calculated on a normal retirement age of 65 and also are payable in a reduced amount after age 55. An AFTRA spokesman said there are about 2,000 members who are 55 or over but it is not known how many of these artists would apply for pensions.

Under the terms of the plan, performers retiring in 1958, the first year of pension payments, can establish their claims to the more substantial benefit amounts by their records of employment back to Jan. 1, 1951. Any performer who earns at least $1,000 a year under AFTRA agreements will be provided with some retirement benefits, adjusted to his earnings. It was said that performers with earnings in the $4,000-$12,000 a year bracket will be able to draw lifetime benefits ranging from $21 to $167 a month, exclusive of social security.

The fund stems from the AFTRA collective bargaining agreements with producers of live television and radio productions and/or radio transcriptions. Producers contribute 5% of a performer's compensation to the AFTRA pension and welfare funds, with 2% earmarked for the health and welfare program and 3% for the pension.

AFTRA last week also released the annual report of its welfare fund, which showed that during 1957 members were paid benefits of more than $240,000.

AWARDS

Deadline Set Next March 10 For Headliners Awards Entries

Entries for the 1958 National Headliners Club Awards Contest will be received up to March 10, according to Mall Dodson, executive secretary of the National Headliners Club, 2307 Boardwalk, Atlantic City, N. J.

Mr. Dodson said the radio-tv section of the club's competition is open to newscasters regularly affiliated with radio or tv stations and networks. A series of awards will be given for "consistently outstanding" radio network news broadcasting; radio station news broadcasting; tv station coverage of a news event; tv network coverage of a news event; radio station public service; tv station public service, and radio-tv or theatre column-writing or reporting for a publication or syndicate.

Entries should contain summaries of programs or series along with visual descriptive matter including films. Radio material should be presented in a folio containing explanatory material and a five-minute tape. The club will return non-winning entries at its expense.

WINS Inaugurates Police Award

Two rookie patrolmen who solved the holdup-murder of a Brooklyn store dealer Nov. 27 were picked as first winners of the WINS New York "Honor Police Officer of the Week," it has been announced. Families of the officers will receive $25 awards from the station, which bases the selection on nominations by listeners.

Now you can buy "live" television recordings

TV Stations are now taking delivery on Ampex "Videotape"* Recorders, and the long awaited "quality revolution" is here. For these machines magnetically record TV pictures on tape with the full grey scale, and playbacks look **live!**

This means your recorded programs and spots will be identical in quality to the original telecast. Your commercials will have all the feel of "live camera," but without the danger of fluffs. And they can be recorded just minutes before telecast time.

See the tremendous quality advance for yourself. Check those programs on the air now on "Videotape"*— and compare.

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO

AMPEX
CORPORATION
professional products division

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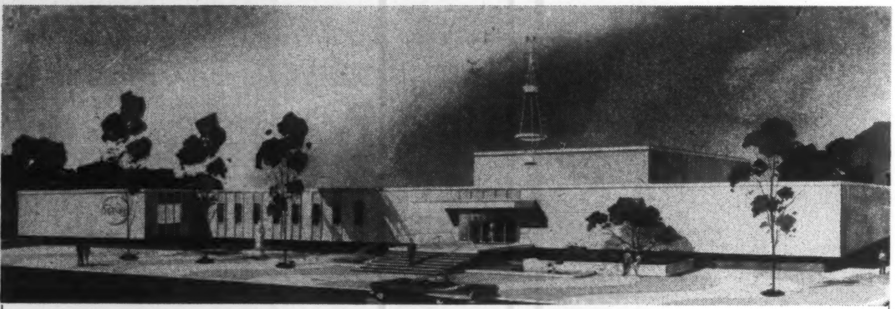
*TM Ampex Corporation



WAVE INC., Louisville, Ky., on the 24th anniversary last week of its radio station, WAVE, released plans for a new Radio & Television Center to be built by spring or early summer of 1959. The one-story structure, to house WAVE and WAVE-TV at Floyd and Jacob Sts. in downtown Louisville, will cost in excess of $1.5 million for building and land, exclusive of equipment and furnishings. The building will be raised about five feet above ground, allowing parking and storage space on the lower level, to augment parking and loading facilities in the rear and property areas adjacent to studios. Overall, the new center will measure 37,500 square feet on the main floor. WAVE and WAVE-TV (the latter in its tenth year) at present are operating from the WAVE Building at Preston and Broadway, where WAVE Inc. has been installed since 1941. Architect for the new plant is Read Henry of Hartstern, Louis & Henry.

WEZB Transmitter Wrecked By Dynamite in New Violence

The transmitting plant of WEZB Birmingham, Ala., daytime station, was wrecked by dynamite late Dec. 30. Auxiliary equipment was placed in operation Jan. 1 after loss of a full day of service. Nobody was injured in the blast.

Gene Newman, president and principal owner of WEZB, told BROADCASTING it was the third case of violence against his business within six months. He said the WEZB tower wires were cut last summer wrecking the tower. Similarly, he said, the tower of his WHRT Hartselle, Ala., was wrecked a short time later.

Mr. Newman said he had received a call several days ago from Joe Harmon, Birmingham business agent of the radio division of International Brotherhood of Electrical Workers. WEZB had signed an IBEW contract last summer. According to Mr. Newman, the union agent asked to meet with him to discuss addition of another technician at WEZB but was told there wasn't any point of a meeting unless the local was able to supply a competent technician. Mr. Newman said he was willing to hire another competent technician but claimed the union agent conceded one was not available in the city.

Damage caused by the dynamiting was estimated at $10,000, with the transmitter and monitors described as a total loss. Birmingham police indicated the station and union had been involved in controversy. WEZB has its main studio in suburban Homewood and auxiliary studio in the Dinkler-Tutwiler Hotel in downtown Birmingham.

Newly on Air: WMBD-TV, KXLF-TV Satellite KXLJ-TV

The first day of the new year saw two new television stations go on the air—WMBD-TV Peoria, Ill., and KXLJ-TV Helena, Mont., satellite of KXLF-TV Butte, Mont.

WMBD-TV (ch. 31) is a CBS-TV affiliate. Going on the air at 6 p.m. Jan. 1, the station broadcast a half-hour dedicatory program, then picked up CBS with *I Love Lucy*. During the introductory half-hour, Charles C. Caley, president and general manager of WMBD Inc. (WMBD-AM-FM-TV), and Robert O. Runnerstrom, WMBD vice president, made brief statements and introduced local talent—presenting short samples of weather, sports and news shows. At 6:30, Chief Engineer George Pyle flicked the switch bringing in the network.

KXLJ-TV Helena, began program tests Jan. 1 with Rose Bowl game, broadcasting on ch. 12. Both KXLJ-TV and the parent KXLF-TV are owned by Ed Craney (44%) and other stockholders in the Z Net. Z Net stations besides KXLJ-AM-TV and KXLF-AM-TV are radio stations KXLQ Bozeman, KXLL Missoula and KXLK Great Falls, all Montana. All these stations are affiliated with NBC. The tv stations are affiliated with ABC as well.

CHANGING HANDS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WCAU-AM-FM-TV PHILADELPHIA • Application filed for FCC approval of $20 million purchase by CBS (see page 56).

KTYL-AM-FM MESA (PHOENIX) ARIZ. • Sold to Sherwood R. Gordon, president of Gordon Broadcasting Co., by Dwight Harkins and others for $150,000. Gordon Broadcasting also owns WSAI-AM-FM Cincinnati and sold WILD (now WYDE) Birmingham last spring to The Bartell Group for $325,000. KTYL operates on 1310 kc with 5 kw day, 500 w night. KTYL-FM operates on 104.7 mc with 16 kw. The application for this sale has been filed with the FCC.

WZIP COVINGTON, KY. • Sold to Ed Weston, assistant general manager of WCPO-AM-FM-TV Cincinnati, Ohio; Arthur Steloff, soft drinks bottler, and Len Goorian, media merchandising, by WZIP Inc. (Arthur L. Eilerman, president) for $150,000. Mr. Weston was largely responsible for WCPO winning several awards such as the Alfred P. Sloan and *Variety* management awards. Mr. Weston helped to found the Cincinnati Summer Playhouse and is now the theatre's vice president and director. The transaction was handled by R. C. Crisler & Co. WZIP operates on 1050 kc with 250 w, day. The application for this sale has been filed with the FCC.

On-Hour 15-Minute Newscasts Scheduled for Daytime by WOR

WOR New York was scheduled to initiate today (Monday) a comprehensive news coverage policy whereby 15-minute newscasts will be broadcast every hour on the hour from 7 a.m.-6 p.m. Monday-through-Friday. The station will continue its nightly news block from 6-8 p.m. and its late evening wrap-up at 11 p.m.

Robert Leder, vice president and general manager, explained the move was adopted after a Pulse survey which showed that listeners in the station's coverage area prefer news in depth. With this schedule of locally-originated news programs, he said, WOR will allocate more than one-quarter of its daytime programming to the coverage of news. The station, an MBS affiliate, also will continue to pick up the network's five-

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

minute newscasts according to Mr. Leder.

The Pulse study, conducted for WOR during September and October 1957, Mr. Leder disclosed, showed that 62.9% of listeners in the New York area tune in specifically to hear the news; two-thirds of these "specific" news listeners prefer 15-minute newscasts, and 68.5% listen to news programs during the average day. The new WOR policy will add 15-minute newscasts at 2, 3, 4 and 5 p.m. Monday through Friday. Mr. Leder pointed out that last June the station began a schedule of 15-minute newscasts at 11 a.m., 12 noon and 1 p.m. and these segments were "sold out" this past fall and winter.

Bartlett, Gaither Appointed General Managers at WSB-TV, WSB

Marcus Bartlett, station manager of WSB-TV Atlanta, Ga., and Frank Gaither, his counterpart at WSB, have been appointed general managers of their respective stations, it is being announced today (Monday) by J. Leonard Reinsch, executive director of WSB-AM-FM-TV.

MR. BARTLETT

MR. GAITHER

The promotions were announced after the retirement of John Outler, long-time general manager of both WSB and WSB-TV.

Mr. Bartlett joined WSB in 1930, serving successively as musical director, production manager and program manager of both WSB and WSB-TV. He has been assigned exclusively to the television operation since 1951.

Mr. Gaither was associate general manager of WGST Atlanta before joining WSB as commercial manager in 1946. For a time he served as commercial manager for both radio and tv before becoming station manager of WSB in 1951.

KRHM (FM) Opens New Quarters

KRHM (FM) Los Angeles has opened new offices and studio at 3440 Wilshire Blvd.; telephone Dunkirk 5-7421. Harry Maizlish, owner of the station, said that the expansion results from increased sales activity, both at KRHM and in the national syndicated program field. The *Milton Cross Show*, originated at KRHM, is now on the air in nine other fm markets and other programs are being readied for syndication.

Constructed under the supervision of Paul Wieman, chief engineer, the KRHM studio is equipped with apparatus installed by Studio Supply Co. of Los Angeles, including a studio-control dual channel console custom built by Studio Supply to KRHM's specifications. This provides stereophonic channels from microphone to transmitter.

DATELINES Newsworthy News Coverage by Radio and Tv

LOS ANGELES • KTTV (TV) Los Angeles reportedly gave its viewers an exciting hour and 22 minutes Monday morning with its live coverage of the siege and capture of two armed bandits by police. The police surrounded a cafe in suburban Inglewood where the robbers were holding six men and a woman as hostages. Notified of the event at 8:30 a.m., KTTV alerted two remote units and reportedly was on the air with the story at 9:48 a.m.

From then to 11:10 a.m., KTTV viewers watched more than 150 police crouching behind parked cars and on roofs aiming pistols, rifles and sub-machine guns at the cafe building, the fruitless negotiations for the release of the hostages, surrender of the bandits and the final arrest of the criminals and rescue of their victims. Bill Welsh, KTTV's director of special events, described the action as it occurred.

The telecast, which KTTV asserts marked the first time that tv had given live coverage to an event of this kind, included commercials for General Petroleum Corp. Products. The station has an agreement by which this advertiser underwrites to a certain extent any special news event KTTV thinks worthy of live coverage. General Petroleum also sponsored two kinescope broadcasts of the original telecast, which were aired by KTTV at 1:45 p.m. and 8:30 p.m. the same day.

When they found out about the live tv coverage, the *Los Angeles Times* reported Tuesday, "the two men inside began to demand what channel they could watch themselves on by tuning in the cafe's tv set."

'New' Audience Uncovered In Survey by WTTM's Walker

Fred E. Walker, general manager of WTTM Trenton, N. J., always a strong believer in nighttime radio, has a new talking point. He has uncovered what he calls an "unknown" traffic hour between midnight and 1 a.m., when, he says, more breadwinners are traveling to and from work than can be found listening to their car radios at the morning hour of 7-8.

The WTTM survey was made by checking major industries (500 or more employes) for data on workers and hours, verifying findings from other sources.

The new peak revealed by WTTM virtually equals the two-hour flow at 6-8 a.m., the survey shows. Agencies and advertisers are generally bypassing a large audience potential in this first hour of the day, Mr. Walker feels.

Illustrating the comparison of peak traffic hours in the Delaware Valley, the WTTM survey offers these figures, representing "breadwinners" in transit:

Morning—from six to seven, 10,467; from seven to eight, 10,025; from eight to

Coming Soon!
TV's PROPELLING NEW FORCE!
Aimed to hit your MARKET with impact!

nine, 33,723. Afternoon—from three to four, 8,343; from four to five, 24,095; from five to six, 29,143. Late night, early morning —from eleven to midnight, 6,125; from midnight to one, 11,431; from one to two, 650.

KPAR-TV to Open in Abilene

KPAR-TV Sweetwater-Abilene, Tex., will start programming from new auxiliary studios in Abilene at 6:30 p.m. Thursday, according to W. D. (Dub) Rogers Jr., president of West Texas Television Network (KDUB-TV Lubbock, KPAR-TV and KEDY-TV Big Spring). Civic leaders have been invited to ceremonies at 5th and Pine in downtown Abilene, where 12-ft. plate glass windows will give passersby full view of broadcasting in the new center. L. W. (Bud) Smith, regional sales manager of KPAR-TV, will reside in Abilene, while Bert Metcalf, operations manager, remains in Sweetwater.

REPRESENTATIVE APPOINTMENTS

WFIE-TV Evansville, Ind., names Paul H. Raymer Co.

KDOT Reno, Nev., names O'Connell-Palmer.

KOSI Denver-Aurora, Colo., names Edward Petry & Co., which also represents **KOBY San Francisco,** commonly owned with KOSI by Mid America Broadcasting Co., David M. Segal, president.

easy living . . .
since he saved twice as much
with ORTH$AVER
like WCPO-TV CINCINNATI, OHIO
SCRIPPS-HOWARD RADIO, INC.
call or write
VISUAL ELECTRONICS CORP.
342 WEST 40 ST., NEW YORK 18, N. Y.
LO 4-0518

GE Appoints Jamro, Platts In Management Reorganization

A reorganization of General Electric Co.'s transistor and rectifier management was announced last week by H. Brainard Fancher, general manager of the semiconductor products department. Under the new setup, the position of plant manager for each of the department's three manufacturing plant locations is created and the former position of manager of manufacturing is abolished, Mr. Fancher said.

Appointed were Theodore E. Jamro, formerly manager of manufacturing for the department, to manager of the Buffalo transistor plant, and George F. Platts, formerly manager of engineering equipment development, to manager of the Syracuse semiconductor plant at Electronics Park, N. Y. Mr. Jamro also was appointed acting manager of the Clyde, N. Y., semiconductor rectifier plant.

Mr. Fancher pointed out that GE's transistor and rectifier business has grown faster during the last five years than the semiconductor industry, adding that industry sales billings have increased from $10 million in 1953 to an estimated $143 million this year.

Davis Sees Component Gains

Semiconductors will have a 35% sales gain to $200 million and receiving tubes up 7% to $420 million in 1958, according to an estimate of industry prospects last week by L. Berkley Davis, general manager, electronic components division, General Electric Co., Owensboro, Ky.

Unit sales of transistors will increase 75% to an estimated 48 million devices valued at $108 million, he said, with the entertainment market continuing to absorb about two-thirds of the units. Transistor portable radio sales jumped 45% in the first 10 months of 1957, he noted, and will double in 1958. Use of transistors in auto radios will rise 75% next year, Mr. Davis said, but will not become large scale until 1959 or later.

He said 13.7 million tv picture tubes will be sold next year, bringing manufacturers $260 million. About one-half will be replacement units.

Audible Prompter Patented

An audible prompter that can be heard by a performer but not by the audience has been granted Patent 2,817,705 by the U. S. Patent Office. The prompter is mounted on the boom with the microphone. A manual operator backstage can disconnect the broadcast circuit while speaking to the performer. The inventor is Douglas E. Spears of Los Angeles. The device is described as suitable for television, radio and motion pictures.

Datrel Markets 'Tape-Indx'

Bernard W. Rivkin, president of Datrel Co., New York, announces that Tape-Indx, a new product he has invented to index, locate and log individual selections on a reel of tape, is being marketed. Tabs of four colors and numbered from one to six are pressed on the tape and the subject is recorded on a label corresponding to the tab color and number. The label then is placed on the tape box or reel for future reference. Datrel is the distributor and the manufacturer of Tape-Indx. The company is headquartered at 520 Fifth Ave., New York 26.

RCA Announces Scholarships

RCA has awarded scholarships to 31 colleges and universities for the current academic year, it has been announced by Dr. C. B. Jolliffe, RCA vice president and chairman of the RCA Education Committee. Each scholarship provides a grant of $800 to the student and a contribution of $500 to each of the colleges and universities maintaining the scholarships.

RCA also announced it has granted fellowships, each worth about $3,500, to nine university students for advanced studies in engineering, physics and dramatic arts. RCA fellowships were inaugurated in 1947.

MANUFACTURING SHORTS

RCA reports shipment of traveling wave antenna to KGHL-TV Billings, Mont., and 6-kw transmitter to KOB-TV Albuquerque, N. M.

Allen B. DuMont Labs. reports that Electrical Products Mfg. Co. Ltd., Mount Royal, Que., has been ganted exclusive license to manufacture and sell DuMont television receivers, high fidelity phonographs and radios in Canada. Electrical Products Mfg. Co. was organized in 1945 as manufacturer of electronic equipment. It is headed by **Myer F. Pollock,** president, and **Samuel Sokoloff,** secretary-treasurer.

Fairchild Recording Equipment Co., Long Island City, N. Y., has announced that it has in limited production what it calls first commercially available stereo cartridge designed to play back 45/45 Westrex stereo groove. It is available as Model 603 combination arm and cartridge at $250.

RCA Semiconductor Div., Harrison, N. J., has announced reductions in prices of two power transistors and vhf "drift" type transistor. Transistor types with their corresponding price reductions are RCA-2N301, 23%; RCA-2N301-A, 25%, and RCA-2N384, 40%.

Audio Devices Inc., N. Y., manufacturer of magnetic-tape, recording discs and silicon rectifiers, reports it has distributed 5% dividend to its stockholders of record Dec. 3.

Telescript-CSP Inc., N. Y., has set up business in television prompting equipment field and announces it will offer equipment for direct purchase by tv stations. Headquarters is at 263 W. 69th St., N. Y. 23. Telephone: Trafalgar 4-7272.

Spirling Products Co., Hicksville, N. Y., announces new indoor tv antenna called Spico Viscount "combining new styling with patented electronic advances." It is priced at $19.95.

Public Service Programs Meet Set March 5-8 in Baltimore

Plans for the second industry-wide conference on local public service programming, to be held March 5-8 in Baltimore [CLOSED CIRCUIT, Dec. 30, 1957], are being announced today (Monday) by Westinghouse Broadcasting Co.

The first such conference was held last year in Boston. The session this year will be a day longer than last year's.

The Baltimore program, to be developed under the supervision of Richard M. Pack, WBC programming vice president, will be designed to advance the use of radio and television for education, information and enlightenment.

"This year," Mr. Pack said, "we are striving for greater expansion of these working groups, with an approach that can be more intensive because of the rapport created at Boston and developed in a year-long interchange of viewpoints and ideas. This has created a demand for exploration of areas not included in the Boston agenda, among them the relationships of public service with promotion, sales and research and further extensions of public service values in news, disc jockeys and other standard programming forms."

Donald H. McGannon, WBC president, said the decision to hold a second conference "was indicated by the enthusiasm with which the Boston conference was accepted and by the spirit of mutual cooperation displayed by the dedicated broadcasters and educators who came from all over the country to pool their ideas and viewpoints toward the common goal of improving broadcasting's service to the public.

"Our experience with the Boston conference far exceeded our expectations but also pointed up specific areas in need of further development. The requests have been universal and we believe that the entire effort can be advanced by this next conference. We hope that the experiences gained to date, plus the high level of enthusiasms reached, will let us go even beyond the results achieved at Boston."

Some 200 broadcasters from 100 stations, along with educators and public servants, participated in the Boston conference. Speakers included George C. McConnaughey, then FCC chairman; Joseph N. Welch, noted Boston attorney; Charles Van Doren, Columbia U. instructor, now with NBC; Dr. Frank C. Baxter of the U. of Southern California; Dr. Bergen Evans of Northwestern U.; Edward Stanley, manager of public service programs for NBC, and Louis G. Cowan, CBS vice president. Attendance at the conference is by invitation.

Give it Sell!
KOSI - KOBY turn over products not audience
BOTH RADIO STATIONS No. 1 in HOOPER & PULSE
6 am-6 pm average share
KOBY No. 1 in NIELSEN
6 am-9 pm average share
SEE PETRY for the "bear facts"
KOSI • KOBY
DENVER SAN FRANCISCO
Mid-America Broadcasting Company

PALM TREES AND SNOWBALLS • WQAM Miami snowballed happiness to the children of six local orphanages on Christmas Day. Jerry Wichner, WQAM d. j., invited the public to Bay Front Park on Dec. 24, 1957, to throw snowballs. Those allowed to throw a snowball were required to contribute a gift to one of the orphanages. Approximately 1,500 gifts were presented as a result of the 12 tons of snow WQAM brought to the park. Santa Claus and an artificial igloo were on hand to greet the nearly 3,000 who responded to Mr. Wichner's offer.

"700 FUND" • WBZ Boston collected over $10,000 in the "700 Fund" which benefits the Salvation Army's Christmas appeal for 700 needy cases. The contributions topped last year's record by more than $2,000 on Christmas Eve when a Salvation Army representative stationed at the WBZ entrance collected that amount in two hours.

SAFETY AWARD • KEX Portland, Ore., will make an annual award of $500 to the citizens' group in Oregon which does the most to promote traffic safety. The only provision is that the money be utilized in connection with the organization's accident prevention program. Oregon Gov. Robert D. Holmes has been requested to appoint a committee of judges to review the competition annually.

BLOOD DONORS • KUDI Great Falls, Mont., recruited 206 blood donors in one day through an intense schedule of spot announcements on Dec. 19. The need for extra blood by the Red Cross during the holidays was the incentive for KUDI to ask people to call the station and "be a KUDI donor."

CARDS FOR KIDS • KPHO Phoenix, Ariz., received more than 3,000 cards and gifts from listeners to the *Red McIlvaine Show*. The items were distributed Christmas Eve to the 160 children of the Valley of the Sun School. On Christmas Day the show presented "music to open gifts by" from 6 to 9 a.m.

DOLL HOUSE • WRC-AM-TV Washington concluded its 22nd annual Doll House campaign to collect toys and cash for needy children. A record $3,472.61 in cash and 11,345 toys were collected.

THE Adult AUDIENCE STATION IN PENNSYLVANIA'S 3RD LARGEST MARKET!
TOP Sales Results
TOP Ratings
TOP Personality-Bill Pierce
TOP Promotion
SERVING 8 PENNSYLVANIA COUNTIES!
ASK MEEKER!
WEJL
The Scranton Times
SCRANTON, PENNA.

ONE OF THE FIRST 100 MARKETS

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

PEOPLE A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

George Dew has been elected president and **Larry M. Kaner** vice president of Breast O' Chicken Tuna Inc., San Diego. Mr. Dew has been with Westgate-California subsidiaries of Breast O' Chicken since 1946. Mr. Kaner has been sales manager for Breast O' Chicken since 1952. Mr. Dew succeeds **Jim Lane,** who has resigned to join Barnes Chase Agency, L. A., and Mr. Kaner succeeds **Harold Requa,** who has joined Foote, Cone & Belding, L. A., as account executive.

Eldon E. Smith, vice president who recently was succeeded by **Robert H. Brinkerhoff** as manager of Young & Rubicam's Chicago office [PEOPLE, Dec. 30] has been appointed merchandising director in charge of all agency offices. He succeeds **Samuel Cherr,** who retires after 32 years with Y&R. **Earl Angstadt** was promoted from supervisor to manager of merchandising department, replacing Mr. Smith, who became manager of department in 1953 and of Y&R's Chicago office in 1956.

William R. Wright elected vice president and account supervisor in Chicago office of Young & Rubicam.

◄ **John N. Prewitt Jr.,** account executive, Hanford & Greenfield, Rochester, N. Y., elected vice president. He joined agency in February 1955 and before that served as station manager of WTVE (TV) Elmira, N. Y.

Harmon G. Nelson, radio-tv director of Stromberger, Lavene, McKenzie, L. A., appointed vice president.

Isabel Beasley, office manager, Wade Adv., Hollywood, and creative director on agency's Miles California account, named administrative vice president.

Ed E. Deuss, formerly vice president at Critcheld & Co., Chicago, to Sorensen Adv. Co. that city as vice president and account executive.

Maxwell A. Arnold Jr., copy supervisor, Guild, Bascom & Bonfigli, San Francisco, elected vice president.

John Harper, timebuyer at D'Arcy Adv. Co., Chicago, to North Adv. Inc. that city in similar capacity. He succeeds **Ed Scannell,** resigned.

Richard S. Hochman, formerly public relations director of Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, to Grant Adv. that city as midwest regional public relations account executive on Florists' Telegraph Delivery Assn.

Frank Taubes, with Ted Bates & Co., N. Y., since 1952, and **Willard Benner,** with agency since 1957, have been appointed creative supervisors.

Richard S. Paige, formerly media director of North Adv. Inc., Chicago, to Grey Adv., N. Y., as associate media supervisor.

Wallace Lepkin, former research director at Erwin, Wasey & Co. (prior to that agency's merger with Ruthrauff & Ryan), has joined MacManus, John & Adams as research director in agency's New York office. He reports to **Henry Halpern,** vice president and MJ&A research director.

David I. Silverberg, senior research analyst at Edward H. Weiss & Co., Chicago, to George H. Hartman Co. that city as head of research department.

Nan Marquand, producer on Revlon account, BBDO, N. Y., placed in charge of tv talent for commercials in tv department, succeeding **Stephen Kaplan,** who is now working on new tv programming there.

Marianne Baer, formerly with N. W. Ayer & Son, N. Y., and **Bob Chambers,** previously with BBDO that city, join Chicago office radio-tv department of Needham, Louis & Brorby as writers. **Robert Stanley,** formerly with Foote, Cone & Belding, joins NL&B's art staff.

Clifford Botway, associate media director, Dancer-Fitzgerald-Sample, N. Y., to Ogilvy, Benson & Mather as member of media department.

Harold R. Stevens, advertising department, Earl May Seed Co., Shenandoah, Iowa, to Fletcher, Wessel & Enright Adv., St. Joseph, Mo., copy department.

Irv Lowenthal, copywriter, Gardner-Stein Adv., Chicago, and **Jerome B. Shaffer,** public information specialist, U. S. Navy, Washington, to Holtzman-Kain Adv., Chicago, copy-contact division and public relations staff, respectively. **Martin Wolf,** sales promotional manager, Publisher's Development Corp., Skokie, Ill., joins H-K's creative and contact staff.

Clifford E. Boettcher, vice president of Jay H. Maish Co., and **Melvin Cranfill,** advertising manager of Indiana Farm Bureau Corp. Assn., join Western Advertising Agency's Racine (Wis.) copy and contact staff. **Robert J. McCollom,** formerly advertising manager of Missouri Farmers Assn., to WAA's Chicago office copy and contact staff.

Jack Egan, writer at *Chicago Sun Times* and previously member of news staff of WILL-AM-TV Champaign-Urbana, Ill., to J. Walter Thompson Co., Chicago, public relations staff.

Arthur A. Kron, executive vice president, treasurer and managing director, Gotham-Vladimir Adv. Inc., N. Y., elected president of Englewood Hospital Assn., Englewood, N. J.

Dorothy Whitehead Pegoix de Bayeux, 63, in publicity with J. M. Mathes Inc., N. Y., died of pneumonia Dec. 18 in Brooklyn Hospital after eight-week illness. She had been with Mathes agency 21 years.

THE new owners of KCOP (TV) Los Angeles have taken over full operation of the station with (l to r) Amos Baron as sales manager, Kenyon Brown, president, and Alvin G. Flanagan, general manager. The three men are shown above at their first official conference. KCOP is now owned by KCOP Television Inc., which is headed by Mr. Brown. Bing Crosby is chairman of the board and George L. Coleman and Joseph A. Thomas are board members.

NETWORKS

Jack Benson, employment interviewer with ABC's personnel department since 1953, promoted to employment manager.

Joe Given has resigned as commercial announcer on CBS Radio's *Lowell Thomas and the News* program (Mon.-Fri. 6:45-7 p.m.), but will continue as morning newscaster on WNEW New York and as free-lance tv and radio commercial announcer.

FILM

William N. Kirshner, formerly with Fred A. Niles Productions, NBC-TV, both Chicago, and Geller Productions, Hollywood, to Pilot Productions, Evanston, Ill., as director of sales promotion.

REPRESENTATIVES

◄ **Arthur C. Stringer,** manager of Blair Television Assoc.'s Chicago office, elected vice president. Mr. Stringer's past associations in broadcast field include promotion manager at WBTM Danville, Va.; account executive and later merchandising director at WFMY-TV Greensboro, N. C., and sales manager, KTVR (TV) Denver.

George Arnold, formerly account executive and retail advertising specialist at KCBS San Francisco, to CBS Radio Spot Sales as manager of sales development. He will headquarter in New York.

William F. MacChrystall, general manager, KOAT-TV Albuquerque, N. M., joints H-R Television Inc., L. A., sales staff.

Edward R. Eadeh, industry consultant to FCC Network Study group, has joined Weed Television Corp. as research director. Before joining FCC in 1955, Mr. Eadeh was research director at former DuMont Television Network. He also has served with MBS and ABC.

George Skinner, veteran ► radio-tv performer and program consultant, has joined Katz Agency as full-time radio program consultant, replacing **John Pearson,** who left Katz last September for station programming post with American Broadcasting Network. Mr. Skinner has been engaged in independent radio program consultancy, analyzing and making programming recommendations since August for six major outlets.

STATIONS

◄ **James B. Shaum** named treasurer of May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV [TV] Omaha).

F. Parker Hoy named president and general manager of WLAM Lewiston, Me., succeeding his father, **Frank S. Hoy,** who is retiring as general manager. Frank Hoy will remain as treasurer of Lewiston-Auburn Broadcasting Corp. (licensee of WLAM) and will continue his weekly series of public service broadcasts on that station.

James R. Sefert, national account executive, ► WLWC (TV) Columbus, Ohio, named to head new sales office of Crosley Broadcasting Corp. (WLW and WLWT [TV] Cincinnati, WLWC, WLWD [TV] Dayton, all Ohio, and WLWA [TV] Atlanta), which is located in National City East Sixth Bldg., Cleveland 14. New office will represent Crosley stations in Cleveland area, northern Ohio, Michigan, western Pennsylvania and WLW Detroit.

Eugene C. Gray, media director, Allmayer, Fox & Reshkin, Kansas City, Mo., to KTVH (TV) Wichita, Kan., as general sales manager.

◄ **Peter B. James,** formerly general manager, WJAR-TV Providence, R. I., to WRC-TV Washington as sales manager, succeeding **Charles M. de Lozier,** who has resigned to open his own advertising agency in Washington.

Wayne Douglas, sales manager of KOCA Kilgore, Tex., to KEEP Twin Falls, Idaho, as national-regional sales manager and sports director. **Dave Hilty,** salesman, KLIX Twin Falls, named KEEP local sales manager and **Lenny Hesterman,** disc jockey, KSL Salt Lake City, to KEEP as program director succeeding **Don Foley,** who joins KROY Sacramento. Other staff changes: **Dick Spry,** KVOG Ogden, Utah, named continuity director succeeding **Lou Munro Foley; Mel Evans,** WGAC Augusta, named KEEP production manager; **Lew Holder,** KLO Ogden production manager, to KEEP as morning disc jockey, and **Walt Snow,** former chief engineer, rejoins station after several years' absence.

Tony Kramer and **Michael Lannon,** who have been serving in WRCA-AM-TV New York's promotion department for several years, have had their areas of responsibilities defined, with Mr. Kramer appointed audience promotion manager for stations and Mr. Lannon sales promotion manager. Both report to **Max Buck,** director of sales and marketing.

Howard Zuckerman, recently discharged from U. S. Air Force, to WLBR-TV Lebanon, Pa., as operations executive in charge of production.

Robert J. Reardon, central division office of NBC ► Spot Sales, to WNBC (TV) New Britain, Conn., as director of sales. He formerly was on advertising staffs of *Wisconsin State Journal* and *St. Louis Star Times.* He also worked in newspaper representative's firm of Scolaro, Meeker & Scott in Chicago and with tv representatives Harrington Righter & Parsons.

Joe Klaas, sales manager, KCSB San Bernardino-Riverside, Calif., promoted to executive manager. **Thomas J. Lawson,** advertising manager, KOOO Omaha, joins KCSB as local sales manager.

Leonard C. Nachbar, chief accountant-office manager, WTCN-TV Minneapolis-St. Paul, promoted to business manager of WTCN-AM-TV.

George Hutchins, program-director, KVTV (TV) Sioux City, Iowa, and **John L. Schambow,** promotion manager, WKOW-AM-TV Madison, Wis., named operations manager and promotion manager, respectively, for KVTV.

Ron Schafer, disc jockey, KRE Berkeley, Calif., to KSAN-AM-TV San Francisco as merchandising and publicity manager.

Elliott Litt, formerly with KLIF Dallas, to KPAL Palm Springs as program director.

Don C. McCarty to WSAI Cincinnati, Ohio, as assistant program director.

Dave Dary, morning news editor, WIBW Topeka, Kan., to KWFT Wichita Falls, Tex., as news director.

Jack Knell, news director, WBT Charlotte, N. C., resigns to go into private business.

Jane Achor, in public relations with Scriveners Adv. Agency, to WRR Dallas as director of promotion and public relations.

Helen Lindsey joins WMBR Jacksonville, Fla., as continuity director.

Jo Ranson, press and public service director, WMGM New York since 1956 and before that radio editor and columnist for now

Rubbing noses might be effective in Nome, but to sell in Springfield-Holyoke use WWLP-WRLP (TV).

In Western New England Nearly Everyone Watches

WWLP Channel 22 Springfield-Holyoke, Mass.
WRLP Channel 32 Greenfield, Mass.

The Crest of Good Living in
New York City
HOTEL
New Yorker
34th Street at 8th Avenue

Manhattan's largest hotel with 2500 rooms, all with bath and free radio—television in many. Meditation Chapel open to all faiths. Midtown location. Direct entrance to Pennsylvania Station. Three air-conditioned restaurants.
LAMP POST CORNER . . . COFFEE HOUSE
GOLDEN THREAD CAFE

Singles from $7 | Doubles from $11 | Suites from $23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen Mgr

Other MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

CHICAGO MIDWEST HEADQUARTERS
BOOKING OFFICE 200 E. WALTON DE 7-6344
BOSTON OFFICE 80 BOYLSTON ST. HU 2-0060
World-famed hotels
Teletype service—Family Plan

FCC approval of sale of WDIA Memphis by Bluff City Broadcasting Co. to midwest group headed by Egmont Sonderling (c) was occasion for conference with newly-appointed executives. Harold Walker (l), WDIA commercial manager, becomes vice president in charge of sales, and Bert Ferguson (r), former co-owner (with John R. Pepper), was appointed executive vice president and general manager. WDIA is programmed exclusively for Negro listeners.

defunct *Brooklyn Eagle* for 15 years, will join editorial staff of *Variety* Jan. 13.

Argyll Campbell, reporter, *Northern Virginia Sun,* Arlington, to WDSU-TV New Orleans as reporter-cameraman.

Bert Maine to KCVL Colville, Wash., as newsman and announcer.

Aubrey Morris, veteran newsman and former police reporter for *Atlanta Journal,* to WSB Atlanta news staff.

Richard L. Raab, formerly with advertising department of Ohio Bell Telephone Co. and John W. Galbreath & Co. (realtors), to WTVN-TV Columbus, Ohio, as account executive.

Ed O'Boyle, formerly operated his own sports promotion firm, to KOB Albuquerque, N. M., as account executive.

Thurston (Ted) Holmes, station manager, KSON San Diego, to XEAK Tecate, Mexico, as account executive.

John Hendrix, formerly announcer with KHSL Chico and KBLF Red Bluff, to KSBW Salinas, all California, as host of nightly *Hendrix Hide-a-Way.*

Tom Field, veteran newscaster, joins WEWS (TV) Cleveland for 11 p.m. East Ohio Gas Co. newscasts. He left Cleveland in October to join Philadelphia station.

Lou Boudreau, former manager of Cleveland Indians and Kansas City Athletics and one-time playing great, to WGN Chicago as announcer for Cubs' games in 1958. Mr. Boudreau, who joins WGN Jan. 1, will work with **Jack Quinlan,** who leaves WIND Chicago after five years. They will function at WGN on year-round basis.

Dick Reynolds joins KWY Cleveland as disc jockey.

Paul Rhone, account executive-announcer, KPRO Riverside, Calif., to KRHM (FM) Hollywood as announcer on *Milton Cross Show.*

Ted McKinstry, disc jockey, KRAM Las Vegas, Nev., takes on additional duties as announcer-director and newscaster on KLAS-TV that city.

George Cobb, announcer, KOA Denver, to WISH-TV Indianapolis in similar capacity.

Arnie D'Angelo and **Randy Place,** both recently released from service, re-join WHEN-TV Syracuse, N. Y., as staff announcers and program specialists.

Jim Davis, formerly with WTTV (TV) Bloomington, Ind., to WLWI (TV) Indianapolis announcing staff. **Bob Barrett,** formerly with WSJV (TV) Elkhart, Ind., to WLWI (TV) continuity staff.

John W. Hargis, account executive, WBSR Pensacola, to WJNO West Palm Beach, both Florida.

Glenn Marshall Jr., president of WMBR-AM-TV Jacksonville, Fla., elected president of local chamber of commerce.

Fred M. Thrower, vice president-general manager, WPIX (TV) New York, named radio-tv chairman, United Hospital Fund of New York advertising and publishing group in its 78th annual funds campaign for 80 member voluntary hospitals.

C. E. LaFond, chief engineer, WKNO-TV Memphis, Tenn., died Dec. 21 following heart attack. Mr. LaFond was one of first staff members to engage in development and planning of WKNO-TV.

PROFESSIONAL SERVICES

Stuart Peabody, for 33 years advertising executive with Borden Co., has joined George Fry & Assoc., New York management consulting firm. He retired from Borden as assistant vice president and is past president of Assn. of National Advertisers, director of Advertising Council and past chairman of Advertising Research Foundation. His new post at Fry was not announced. **Clarence E. Eldridge,** vice president at Fry, has been retained by American Assn. of Advertising Agencies as consultant on public relations on matters relating to Frey Report to be published this month by ANA.

MANUFACTURING

Henry T. Heald, president of Ford Foundation, elected to board of directors of AT&T replacing **Myron C. Taylor** who has resigned after serving 28 years.

Nathaniel M. Marshall, national sales manager, General Precision Lab's industrial products, Pleasantville, N. Y., named associate director of sales for division.

Max E. Markell promoted to manager, commercial administration for eastern area of RCA electron tube division, Harrison, N. J. Mr. Markell joined division in 1944 as senior salesman and later served in various executive capacities.

Frank H. Fries, formerly manufacturing superintendent in charge of metal operations, Sylvania Electric Products, Towanda, Pa., chemical and metallurgical plant, has been appointed manager.

Edward G. Reitz promoted from marketing research staff to manager of advertising administration at Motorola, Chicago. He succeeds **Hugh H. Engleman,** named tv advertising and sales promotion manager.

C. E. Kirkpatrick, Erie district manager of Graybar Electric Co. at Cleveland, transfers to Chicago as central district manager. **J. W. Caroll,** Allegheny district manager at Pittsburgh, and **G. L. Call,** central Pacific district manager at San Francisco, elected directors of Graybar.

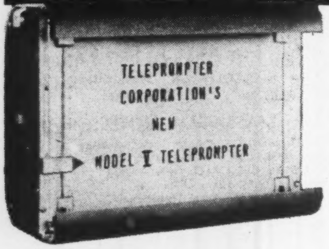
INTERNATIONAL

Stanley Burke appointed CBC correspondent at United Nations, N. Y., succeeding **Charles Lynch.** Mr. Burke appeared on number of CBC interview programs in recent years while Ottawa correspondent of *Vancouver Sun.* He has travelled widely in Canada's far north, Europe and China.

Jay Rogers to CHUM Toronto as announcer.

Cam Langford, announcer of CHUM Toronto, to McKim Adv. Ltd. that city creative department.

THE BEST FRIEND A STATION EVER HAD!



"There is no doubt in our minds that the TelePrompTer has vastly improved the quality of our commercial service to our advertisers. It enables our announcers to deliver a wonderfully effective commercial at all times."

Mr. Lee Ruwitch, *Exec. Vice Pres.*
WTVJ, *Miami, Florida*

TELEPROMPTER CORPORATION
Jim Blair, *Equipment Sales Manager*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 is the coolest and quietest rear screen projector on the market

Station Authorizations, Applications

As Compiled by BROADCASTING

December 26 through December 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WTVC (TV) Chattanooga, Tenn.—WROM-TV Inc., ch. 9—Changed from WROM-TV.

KLOR-TV Provo, Utah—Beehive Telecasting Corp., ch. 11.

Translators

ACTIONS BY FCC

CALL LETTERS ASSIGNED*

K75AH Indio, Calif.—Coachella Valley Tv Club Inc.

K73AI Redwood Falls, Minn.—Redwood Tv Improvement Corp.

K80AL Redwood Falls, Minn.—Redwood Tv Improvement Corp.

K83AE Redwood Falls, Minn.—Redwood Tv Improvement Corp.

K78AH Joplin, Chester, Inverness & Rudyard, Mont.—Joplin Tv Club Inc.

K76AG Shelby, Mont.—Shelby Tv Club Inc.

K76AF Eureka, Nev.—Eureka Volunteer Fire Dept.

* Translator channels are designated by the numbers in their call letters.

New Am Stations

APPLICATIONS

Muncie, Ind.—Delaware County Bcstrs., 1550 kc, 250 w unl. P. O. address James B. Tharpe, 342 West 40th St., New York, N. Y. Estimated construction cost $50,300, first year operating cost $76,000, revenue $83,000. Owners are **Joseph L. Rosenmiller Jr.** and **James B. Tharpe** (each 50%). Mr. Rosenmiller is vice president and 58% stockholder of **WESO Southbridge, Mass.,** president and 52% stockholder of **WCTC-AM-FM New Brunswick, N. J.** Mr. Tharpe is 5% preferred stockholder and 2.5% common stock holder of **KDUB-AM-TV Lubbock, Tex., KPAR-TV Sweetwater, Tex.,** and **KEDY-TV Big Spring, Tex.** Announced Dec. 30.

Walhalla, S. C.—Oconee Bcstg. Co., 1570 kc, 1 kw D. P. O. address Box 986, Tryon, N. C. Estimated construction cost $18,958, first year operating cost $22,500, revenue $36,800. Owners are **Mildred Allen** and **Edithe Mooneyham** (each 50%). Mildred Allen and Edithe Mooneyham each owned 50% of **WTYN** Tryon, N. C., and **WABV Abbeville, S. C.** Announced Dec. 30.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KIKK Bakersfield, Calif.—Valley Bcstg. Co., 800 kc.

KDGO Durango, Colo.—Basin Bcstg. Co., 1240 kc.

KWPR Claremore, Okla.—Claremore Bcstg. Co., 1270 kc.

WFRA Franklin, Pa.—Robert H. Sauber, 1430 kc.

WHEY Millington, Tenn.—Millington Bcstg. Co., 1220 kc. Changed from WTNB.

KBLT Big Lake, Tex.—Big Lake Bcstg. Co., 1290 kc.

New Fm Stations

APPLICATIONS

Chicago, Ill.—Lester Vihon, 107.9 mc, 16.7 kw unl. P. O. address 161 E. Erie St., Chicago, Ill. Estimated construction cost $13,575, first year operating cost $24,900, revenue $15,000. **Mr. Vihon,** sole owner, is publisher's consultant and in advertising. Announced Dec. 30.

East Orange, N. J.—Upsala College*, 91.1 mc, 10 w. P. O. address Charles G. Lundgren, East Orange, N. J. Estimated construction cost none, first year operating cost $3,000. Announced Dec. 18.

Braddock, Pa.—Matta Bcstg. Co., 96.9 mc, 67.8 kw unl. P. O. address 1233 Braddock Ave., Braddock, Pa. Estimated construction cost $5,060, first year operating cost $18,000, revenue $20,000. Owners are **William G. Matta, George C. Matta** and **E. R. Matta** (each ⅓). Announced Dec. 30.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KFMX San Diego, Calif.—Sherrill C. Corwin, 96.5 mc.

WNEW-FM New York, N. Y.—DuMont Bcstg. Corp., 102.7 mc. Changed from WHFI.

WLOV Cranston, R. I.—Neighborly Bcstg. Co., 99.9 mc.

Ownership Changes

APPLICATIONS

WGMS-FM Washington, D. C.—Seeks assignment of cp from The Good Music Station Inc. to RKO Teleradio Pictures Inc. as part of previous applications. Announced Dec. 30.

WLEX Lexington, Ky.—Seeks assignment of license from Central Kentucky Bcstg. Co. to

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

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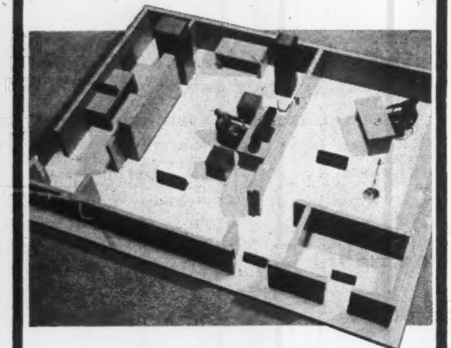

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Lexington Bcstg. Corp. for $255,000. **Roy B. White Jr.** is sole owner. Mr. White was advertising and radio consultant in Chicago. Announced Dec. 30.

WFST-AM-FM Caribou, Me.—Seeks assignment of license from **Forest S. Tibbetts tr/as Northern Bcstg. Co.** to **Northern Bcstg. Co.** to be owned by Mr. Tibbetts and **Elbridge F. Stevens Jr.** (25%) for which Mr. Stevens pays $5,000. Announced Dec. 31.

WHRB-FM* Cambridge, Mass.—Seeks transfer of control of licensee non-profit, no-stock corp. **(Harvard Radio Bcstg. Co. Inc.)** through election of new members to Board of Trustees. Announced Dec. 20.

WSTP Salisbury, N. C.—Seeks relinquishment of negative control of licensee corp. **(WSTP Inc.)** by **Thomas D. Harrell Jr.** through sale of stock (20%) to **John J. Ikner Jr.** for $5,000. Mr. Ikner is chief engineer of WSTP. Announced Dec. 30.

KWAT Watertown, N. D.—Seeks transfer of control of licensee corp. **(Midland National Life Insurance Co.)** from **Life Co.'s Inc.** to **C. W. Murchison Jr.** and **John D. Murchison.** Corp. change. Announced Dec. 30.

KBYE Oklahoma City, Okla.—Seeks transfer of control of licensee corp. **(Great Empire Bcstg. Corp.)** from **Arthur B. Hogan, Frank Oxarart, Albert Zugsmith, John D. Feldman** and **Ashley Robison** to **F. F. Lynch, Glenn G. Griswold** and **Kevin Brendan Sweeney** for approximately $180,000. Mr. Lynch will own 28%. Mr. Griswold will own 18%. Mr. Sweeney will own 36%. **H. J. Cole,** station accountant, retains his 18% interest. Mr. Sweeney, president of RAB, is also 32% owner of company buying **KFOX Long Beach, Calif.** [CHANGING HANDS, Dec. 23]. Mr. Lynch is general manager of KBYE. Mr. Griswold was general manager of **KFEQ-AM-TV St. Joseph, Mo.** Announced Dec. 30.

KRWC Forest Grove, Ore.—Seeks assignment of license from **Irving V. Schmidtke** to **F. Demcy Mylar** for $6,000 rent plus first option to purchase station. Mr. Mylar is in Gospel ministry. Announced Dec. 26.

WDIA Memphis, Tenn.—Seeks assignment of license from **Bluff City Bcstg. Co.** to **WDIA Inc.** for $1 million. New owners are **Richard Goodman,** Chicago real estate, 55%, **Egmont Sonderling,** 25%, and **Mason A. Loundy,** Chicago banker, 20%. Buying group also owns **WOPA Oak Park, Ill.,** and **KXEL Waterloo, Iowa.** Announced Dec. 26.

WKLC St. Albans, W. Va.—Seeks assignment of license from **Raymond I. Kandel** to **The Kandel Corp.** Corporate change. No control change. Announced Dec. 31.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting applications of **Mountain View Bcstg. Co.** for new am station to operate on 1590 kc, 5 kw D, in **Jonesboro, Tenn.,** and **Lee County Bcstg. Co.** for new am station to operate on 1570 kc, 1 kw D in **Pennington Gap, Va.,** and denying application of **Scott County Bcstg. Co.** for new am station to operate on 1570 kc, 250 w D, in **Gate City, Va.** Announced Dec. 27.

Routine Roundup

ACTIONS BY FCC

By memorandum opinion and order, Commission granted protest by **Springfield Television Bcstg. Corp. (WWLP** ch. 22), **Springfield, Mass.,** and postponed effective date of Oct. 30 grant of application of **Triangle Publications Inc.,** for mod. of cp of **WNHC-TV** (ch. 8) **New Haven, Conn.,** to change trans. location from 9 miles north of New Haven and 26½ miles southwest of Hartford to site 19.8 miles northeast of New Haven and 14.5 miles south of Hartford, increase ant. height from 720 ft. to 770 ft., and change type ant. and other equipment, pending evidentiary hearing; made WWLP party to proceeding. Announced Dec. 26.

By memorandum opinion and order, Commission dismissed protest and petition for reconsideration by **Winnebago Television Corp. (WTVO** ch. 39), **Rockford, Ill.,** directed against Oct. 30 grant of application of **Greater Rockford Television Inc. (WREX-TV** ch. 13), **Rockford,** for transfer of control from **Louis E. Caster,** et al., to **Continental Television Corp.** Announced Dec. 30.

PETITION FOR RULE MAKING FILED

Sanford A. Schafitz & Guy W. Gully d/b as **Community Telecasting Co., Farrell, Pa.**—Petition requesting change in allocation plan as follows: **Youngstown, Ohio**—21, 27, 45*, 73—21, 27, 33, 45*. **Pittsburgh, Pa.**—2, 11, 13*, 16, 47, 53—2, 11, 13*, 16, 22, 53. **Clarksburg, W. Va.**—12, 22, 69—12, 79, 69. ***Youngstown-New Castle.** Announced Dec. 27.

ACTIONS ON MOTIONS

On petition by **Storer Bcstg. Co.,** Commission on Dec. 24, granted extension of time for filing comments from Dec. 30 to Jan. 31, 1958, and 30 days thereafter for rebuttal comments in matter of amendment of Parts 1 and 17 of rules to encourage the grouping of ant. towers and multiple use of structures for supporting ant., and amendment of Part 17 to provide new criteria for determining whether application for ant. towers will require special aeronautical study.

By Hearing Examiner Charles J. Frederick on December 23

Issued order following first prehearing conference in proceeding on am applications of **Santa Rosa Bcstg. Co., Santa Rosa, Calif.,** et al.; hearing scheduled for Jan. 9, 1958, is continued without date.

Ordered that further prehearing conference will be held Jan. 13, 1958, re am applications of **Ralph D. Epperson, Williamsburg, Va.**

By Hearing Examiner Herbert Sharfman on December 23

On oral request of all counsel, ordered that hearing scheduled for Jan. 2, 1958, is continued, and on own motion, further ordered that new date for hearing will be set by subsequent order, in proceeding on am application of **Capitol Bcstg. Corp. (WCAW) Charlestown, W. Va.**

Granted petition of Broadcast Bureau for extension of time from Dec. 31 to Feb. 3, 1958, for filing proposed findings of facts and from Jan. 10 to Feb. 13, 1958, for filing reply findings in matter of revocation of television cp of **Nevada Telecasting Corp. (KAKJ) Reno, Nev.**

On own motion ordered that hearing scheduled for Jan. 16, 1958, is continued indefinitely, in re application of **Sacramento Telecasters Inc. (KBET-TV** ch. 10), **Sacramento, Calif.,** for mod. of cp.

On own motion, ordered that prehearing conference scheduled for Jan. 10, 1958, is continued indefinitely, in proceeding on application of **Louisiana Purchase Co.,** for new tv station to operate on ch. 2 in **St. Louis, Mo.,** and **Signal Hill Telecasting Corp., St. Louis,** to change from ch. 36 to ch. 2.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 27

KQTY Everett, Wash.—Granted assignment of license to **Walter N. Nelskog** and **Paul Crain,** d/b under same name.

KWAT Watertown, S. D.—Granted transfer of control from **Life Companies Inc.,** to **C. W. Murchison Jr.,** and **John D. Murchison.**

WGMS-FM Washington, D. C.—Granted as-

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,113	527	386[1]
CPs ON AIR (new stations)	67	10	127[2]
CPs NOT ON AIR (new stations)	109	51	117
TOTAL AUTHORIZED STATIONS	3,289	588	656
APPLICATIONS FOR NEW STATIONS (not in hearing)	374	32	72
APPLICATIONS FOR NEW STATIONS (in hearing)	116	9	50
TOTAL APPLICATIONS FOR NEW STATIONS	490	41	122
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	218	20	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	27	1	11
TOTAL APPLICATIONS FOR MAJOR CHANGES	245	21	46
LICENSES DELETED	0	0	0
CPs DELETED	1	0	2

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 31

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,113	67	119	505
FM	527	10	59	51
TV (Commercial)	386[1]	127[2]	119	131

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 31

	VHF	UHF	TOTAL
COMMERCIAL	414	83	497[3]
NON-COMMERCIAL	22	6	28[4]

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[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

signment of cp to **RKO Teleradio Pictures Inc.**

WTAL Tallahassee, Fla.—Granted license covering installation of new trans.

WIBG-FM Philadelphia, Pa.—Granted authority to remain silent commencing Dec. 31 and continuing until completion of facilities proposed in application for cp.

WREM Remsen, N. Y.—Granted mod. of cp to change ant.-trans. location, change main studio and remote control point and change type trans.

WBPZ-TV Lock Haven, Pa.—Granted mod. of cp to change main studio location (same as trans. location) and waived Sec. 3.613 of rules.

Following were granted extensions of completion dates as shown: **WVEC-TV Hampton, Va.**, to 7-4-58; **WITN Washington, N. C.**, to 2-26-58.

Actions of December 26

WGLV Easton, Pa.—Granted assignment of cp to **Easton Pub. Co.**

Granted licenses for following am stations: **WMTN Morristown, Tenn.; KBKC Mission, Kan.**, with conditions on both.

WCPC Houston, Miss.—Granted license covering increase in power from 1 kw to 5 kw and installation of new trans.

KORD Pasco, Wash.—Granted license covering increase in power and installation of new trans.

KATZ St. Louis, Mo.—Granted license covering increase in daytime power from 1 kw to 5 kw; and license to use old main trans. as aux. trans. at main trans. site and operate aux. trans. by remote control.

WCRV Washington, N. J.—Granted license covering increase in power from 250 w to 500 w and installation of new trans.; condition.

WAUD Auburn, Ala.—Granted license covering installation of new trans.

Granted licenses for following tv stations: **KETV Herald Corp., Omaha, Neb.; WLEX-TV Lexington, Ky.; WCHS-TV Charleston, W. Va.**

WCHS-TV Charleston, W. Va.—Granted license covering installation of aux. trans. at main trans. site.

WFRV-TV Green Bay, Wis.—Granted license for tv station and specify change in studio location.

WPFB Middletown, Ohio—Granted cp to install new trans.

Following were granted extensions of completion dates as shown: **WPLN Plymouth, N. C.**, to 4-30-58; **WEUC Ponce, P. R.**, to 3-31-58; **WAZA Bainbridge, Ga.**, to 4-29-58.

Actions of December 24

KNTV San Jose, Calif.—Granted license covering changes in facilities of tv station: ERP vis. 26.3 kw, aur. 15.5 kw, ant. 2,770 ft.

KGUL-TV Galveston, Tex.—Granted license covering changes in tv station: ERP vis. 316 kw, aur. 158 kw, ant. 1,170 ft.

KKTV Colorado Springs, Colo.—Granted license for tv station.

KOAT-TV Albuquerque, N. M.—Granted license for tv station: ERP vis. 87.1 kw, aur. 44.7 kw, ant. 4,270 ft.

KETC St. Louis, Mo.—Granted mod. of cp to change studio location, ERP to vis. 27.5 kw, aur. 13.8 kw, ant. 600 ft., make minor equipment changes, change type ant., and ant. height above average terrain and redescribe trans. location.

KJEO Fresno, Calif.—Granted extension of completion date to 6-30-58.

Actions of December 23

WDIA Memphis, Tenn.—Granted assignment of license to **WDIA Inc.**

WBFM New York, N. Y.—Granted assignment of license to **Wrather Corp.**

WHBG Harrisonburg, Va.—Granted assignment of license to **Valley Bcstrs. Inc.**

KGHL Billings, Mont.—Granted authority to operate trans. by remote control while using nondirectional ant.

KDOK Tyler, Tex.—Granted license covering increase in power and specify type trans.

KPAR-TV Sweetwater, Tex.—Granted mod. of cp to change make of amplifiers of trans. and make other equipment change.

WNEW-FM New York, N. Y.—Granted extension of completion date to 6-30-57.

UPCOMING

January

Jan. 6-8: National Collegiate Athletic Assn. 52nd annual convention, Bellevue Stratford Hotel, Philadelphia.

Jan. 11-15: 41st annual convention, National Automobile Dealers Assn., Miami Beach Auditorium.

Jan. 13-14: CBS-TV affiliates, Shoreham Hotel, Washington, D. C.

Jan. 16: NBC Owned Stations Div., "Know Your Schools," luncheon meeting, Sheraton-Carlton Hotel, Washington, D. C.

Jan. 17-18: Midwestern Adv. Agency Network annual meeting, Bismarck Hotel, Chicago.

Jan. 17-19: Advertising Assn. of the West, midwinter conference, Hotel del Coronado, San Diego.

Jan. 18-19: Retail Adv. Conference, sixth annual meeting, Palmer House, Chicago.

Jan. 22-24: NARTB, combined boards, Camelback Inn, Phoenix, Ariz.

Jan. 24-26: American Women in Radio & Tv, annual Sight and Sound Seminar, Hotel Biltmore, Palm Beach, Fla.

Jan. 30-31: 13th annual Radio & Television Institute, School of Journalism, U. of Georgia.

Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago.

February

Feb. 1: Farm Broadcasting Day, celebration to be planned by NARTB and Dept. of Agriculture.

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.

Feb. 18-19: NARTB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, WHAY studios, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

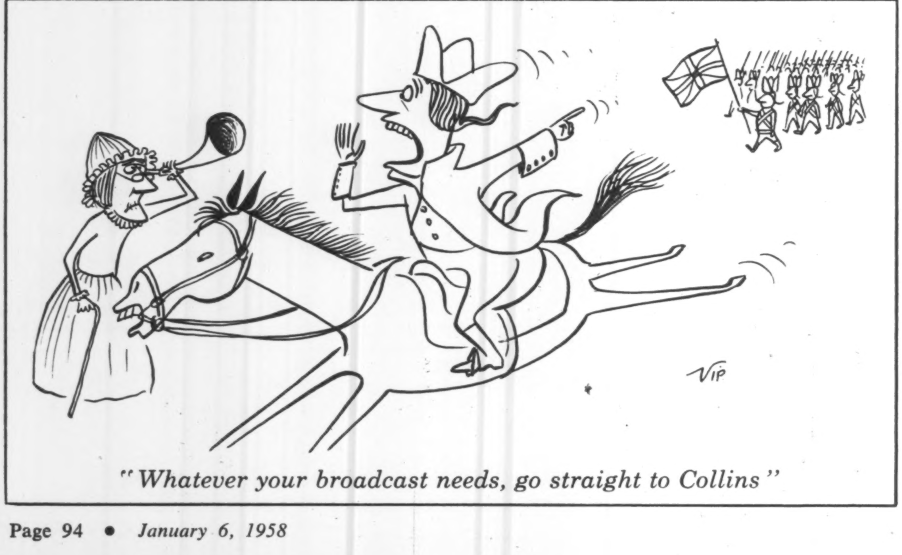
Feb. 27: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

March

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 30-April 2: Canadian Assn. of Radio & Tv Broadcasters, Mt. Royal Hotel, Montreal, Que.



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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Wanted, experienced commercial manager-salesman for small market. Salary plus commission. Wanted, experienced staff announcer, $70.00 for forty hours. Wanted, experienced newsman for collecting and writing local and regional news. Salary to be determined on experience and educational background. For details contact Sam W. Anderson, Mgr., Radio Station KFFA, Helena, Arkansas.

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually promotion to manager. Applicant must have several years announcing experience, sales experience, must be married, must have car. Send tape, resume and photo. Box 157C, BROADCASTING.

General manager: Midwest single station market in a city over 100,000. Fastest growing area. Want proven aggressive big thinking man who knows how to get time sold. Box 491C, BROADCASTING.

General manager for medium sized western station. Must be hard working and capable of selling the market, as well as radio time. Write in confidence giving full personal details. Box 545C, BROADCASTING.

Somewhere there is a man, preferably young, who has the vision, ambition and determination to manage and grow with this single market station in fine Texas town. Must be able to make profit with small staff. Station makes money. Always has made money, but owners unsatisfied with present leadership. State everything first letter. Write Box 548C, BROADCASTING.

Strong selling manager wanted for radio and tv station. Wonderful opportunity for right person. Send complete info to Box 562C, BROADCASTING.

Sales

Announcer-salesman wanted. Good salary for announcing shift, 15% sales commission. Located in South Carolina town of 25,000. Box 439C, BROADCASTING.

Good opportunity in a leading market, Wilmington, Delaware, for experienced radio salesman. Guaranteed $125 per week against 15% commission. Personal interview necessary. List age, education, experience and present billing. Box 522C, BROADCASTING.

I am looking for a young man who has been a top salesman, salesmanager or manager of a station in second 100 markets who wants to move into a sales management position at a station in the east top 100 market level. He must know all the tricks of selling in a competitive market and have ideas and zest to make a station rise to its peak efficiency. He must know radio and have leadership ability. This is a 5 kw am-fm facility now doing close to $200,000 per year. Opportunity for money and advancement. Owner has interest in other stations and is a well-known leading broadcaster. Write me about yourself and your work and your problems. I'll keep it confidential. Box 546C, BROADCASTING.

250 watt in Chicago; foreign language and negro market. Experienced. Fine chance for advancement. Excellent salary plus substantial commission. Send all details in first letter. Box 590C, BROADCASTING.

Looking for sober salesman with car who can sell and service city and country accounts for progressive radio station. Send resume. P. O. Box 437, Rockford, Ill.

Reliable salesmen-announcers wanted for midwest station group. Good pay, opportunities. Bill Tedrick, KWRT, Boonville, Missouri.

Account executive for America's No. 1 country-music station, WARL, Arlington, Virginia. Good salary plus substantial commission. Paid vacation. Opportunity for advancement in management post in our other operation. Call Bob Cobbins, Kenmore 6-9000.

RADIO

Help Wanted—(Cont'd)

Sales

Top sales opportunity for experienced self-starter to become sales manager in 150,000 market. WKLZ, Kalamazoo.

Announcers

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floaters. Send tape and background immediately. Box 366C, BROADCASTING.

Western Virginia daytimer needs capable announcer with first ticket. $85.00 per week or better, depending on experience. Box 385C, BROADCASTING.

Announcer-first class engineer or a salesman-first class engineer for northeastern station. Pleasant working conditions, vacation arrangement. Box 390C, BROADCASTING.

Staff announcer 250 watt network station wanted. Send complete details including salary expected. Tape, etc., will be returned. Box 437C, BROADCASTING.

Experienced negro personality dj for Chicago. Top salary for right man. Send background, photo and brief taped sampling of news, dj and commercial ability at once, special delivery. Box 443C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Work in successful station with excellent facilities, congenial staff, and good opportunities. If you have pleasant voice, and good delivery, send resume to Box 470C, BROADCASTING.

5 kw fulltime Georgia independent needs hillbilly announcer without the accent. Must have voice good enough for production spots. Prefer party who is available for personal interview. Send tape and letter with all information including references. Box 483C, BROADCASTING.

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

Need immediately experienced, steady morning man. Florida station. Must be able to meet and top competition. Combo operation. Good working conditions. CBS station. Give full details in letter to Box 547C, BROADCASTING.

A radio station within 50 miles of Philadelphia, Pennsylvania needs part time top-notch announcers. You name days, times and salary. Box 554C, BROADCASTING.

Experienced Negro announcer with good voice and personality wanted by an outstanding negro station. Send tape, resume and picture. Box 568C, BROADCASTING.

Alabama radio station has opening for experienced announcer. Good salary plus 15% commission on sales. Box 573C, BROADCASTING.

We're looking for a good solid disc jockey with that "certain something" besides knowledge of "top 50" and a good voice. Must be able to attract adult audience in substantial aggressive Ohio market. Prefer responsible, experienced, married man. Basic salary plus a lucrative talent fee set-up. Send tape and resume in confidence; material returned. Box 576C, BROADCASTING.

Combo announcer. First phone. Must be experienced announcer. No maintenance. Wire qualifications night letter, collect, or call Cherry 7-4464, Durango, Colo., collect.

RADIO

Help Wanted—(Cont'd)

Announcers

Interviewing announcers with background in farm radio with potential to become farm director of progressive radio station. Send resume and tape recording for our examination. Information will be treated with confidence. P. O. Box 437, Rockford, Ill.

Pioneer network station in heart of nation's finest fishing and hunting country will have opening soon for announcer with friendly approach and some knowledge of sports. First ticket and some technical knowledge highly desirable. Share moving expenses. Modern station and finest equipment. Send tape and information to KRLC, Lewiston, Idaho.

WFRL, Freeport, Illinois has immediate opening for experienced staff announcer. 48-hour week, overtime over 40 hours. Paid vacations, free insurance, daytime operation. Write or call Bud Walters.

Wanted at once one good announcer with 1st class ticket and maintenance experience. Must be clean cut and reliable. Send audition and full details to Bill Stewart, WPBC, Minneapolis.

Experienced versatile announcer who knows popular music for Washington, D. C. area independent. Send resume, tape and photo to Jack Moran, WPIK, Alexandria, Virginia.

Suburban Cleveland independent accent on local, need excellent voice, one year minimum experience. Send tape, resume 1st reply. Personal interview required, $95.00 or better. WPVL, Painesville, Ohio.

Announcer with first phone for eastern North Carolina station. One of growing chain. Salary open. Contact Bill Rhyne, Manager, WRNB, New Bern, North Carolina.

Versatile announcer. Immediate opening for top-flight announcer who has proven record as successful dj as well as all-around staff abilities. Integrated operation permits some on-camera tv depending upon abilities. Send complete information background, experience, past and expected earnings, tape and photo, WSAV, Savannah, Georgia.

Technical

Radio station near Atlanta has immediate opening for combination engineer-announcer. Must have FCC commercial first radio-telephone license. Above average salary, vacation policy, and other benefits. Excellent opportunity for advancement. Box 423C, BROADCASTING.

Excellent job open for good combo announcer-engineer. Send complete details including audition tape which will be returned. Job pays $100 weekly. Box 438C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. State salary requirements, include tape and picture. Rush to Box 510C, BROADCASTING.

Need engineer or engineer-announcer for 5kw Wisconsin station. Personal interview required. Recent graduates considered. Box 524C, BROADCASTING.

Are you this man? Employed as chief or assistant. Stymied by salary ceiling. Good employment record. Work is clean, well organized. You enjoy doubling in brass as announcer or program department. Available for personal interview. Virginia station offers salary in access $6000 per year, opportunity to earn more. All replies confidential. Must contain all details. Box 587C, BROADCASTING.

Engineer-announcer with first class ticket for America's No. 1 country-music station WCMS, Norfolk, Virginia. Highest salary to qualified man. Call Roy Lamare, Madison 5-0525.

First engineer-announcer, immediate opening, WDSR, Lake City, Florida. Contact Fred Temple, Manager.

Wanted, chief engineer for 1000 watt daytime station. New equipment, remote control, good working conditions. Must have experience in radio equipment, maintenance. WKBC, North Wilkesboro, North Carolina.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer-announcer. Capable of maintaining 5 kw remote control. Short announcing shift. Present chief with us for past 10 years, leaving January. Minimum starting salary $100.00 per week plus profit sharing plan paid quarterly. Would prefer personal interview as this is a permanent job. Send complete background, photo, and tape to: Jack Helms, Manager, WNVA, Norton, Virginia.

Production-Programming, Others

Know a good copywriter? Tell her (or him) to contact Box 342C, BROADCASTING.

Central U.S. desires energetic disc jockey to handle special programs and conduct teen age parties throughout coverage area. Exceptional opportunity. Excellent pay. Send tape and complete details to Box 565C, BROADCASTING.

Wanted: Gal Friday who can write good copy, do some air work and programming. One who would enjoy living in a pleasant, cosmopolitan, small, southern city near a major military base. One who can rise to the challenge of "Studio-with-out-walls" operation. Send tape and resume to P. O. Box E, Jacksonville, N. C.

Have position open for male or female in copy and traffic. Send complete letter and sample of work. P. O. Box 437, Rockford, Ill.

Need by January 16, newsman gather, write, edit local news; operate mobile unit. 5000 watt southwest independent. Salary open. Send tape and background to Jack Britton, Radio Station KTRN, 917½ Scott, Wichita Falls, Texas.

Copywriter will be needed on January 20, 1958 by 50,000 watt CBS radio affiliate KWKH, Shreveport, Louisiana. If interested send sample of work and personal background.

Wanted: Wide awake newsman or girl. One who can write and gather local news. Apply Ed Allen, WDOR, Sturgeon Bay, Wisconsin.

Continuity writer experienced in straight production, copy, good typist. Prefer man. Immediate opening. Call collect, Easton, Pa., 6155, Art Burns, WEEX.

RADIO

Situations Wanted

Management

Recently sold my station after ten years of profitable operation. Ready to bring you a most thorough and comprehensive knowledge of the broadcasting business, all phases. Married, family, 37 years old, available February. Looking for community with a future. Box 224C, BROADCASTING.

General manager, age 32. Primarily a salesman, with energy and know-how to build business and a competent sales force. Good with personnel and programming. Box 481C, BROADCASTING.

Manager: small-medium market. Good saleable ideas, will increase sales and cut expenses. Take full charge of operation and do sports too. 10 years experience. Married, 3 children. $110 week plus percentage. Box 506C, BROADCASTING.

Sales executive, radio and television, 12 years top management metropolitan station. Numerous creative success stories. Married, family, 42 years old. Box 556C, BROADCASTING.

General manager available for first offer that offers greater potential than present general manager position. Middle age family man who can make decisions and money. Not seeking security only greater challenge. My files and personal meeting will indicate my ability. Best terms with present company. Not satisfied till I become greater success. Box 569C, BROADCASTING.

Manager, currently managing very successful 5 kw daytimer which I constructed for owners. Experienced all phases radio, from manager to janitor. Have 1st phone. Want opportunity to progress $$$. Have access to dozens of proven profitable ideas. Somewhere there is a station that needs a top man and is willing to pay for him, $9000 minimum with more as station grows. Box 571C, BROADCASTING.

Have just sold my interest in 2 stations. 20 years experience available to aggressive organization. Have good staff (including sales) I could bring with me. Would consider investing. $12,500 plus over-ride. Industry references on request. Box 586C, BROADCASTING.

Bangor to Tucson, Mt. Kisco to WOR. Radio or tv. Man-wife team. He sells; she one of America's great mike selling personalities. Make any interesting offer. Worth looking into. Box 599C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager. Eleven years radio. Best references. Built losing small-market station to profit during recent economic slump. Seeking greater responsibility, larger, competitive market. $9000.00 plus. Write K. W., 4720 SW 99th Ave., Beaverton (Portland), Oregon.

Announcers

Basketball announcer, 7 years experience. Finest of references. Excellent voice. Box 898B, BROADCASTING.

Savor the flavor of a distinctive negro personality, graduate of broadcasting school. You'll never regret or forget that authoritative newscasting style, convincing commercials and original dj fashion. Competent writer. Box 525C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 535C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 536C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 537C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 538C, BROADCASTING.

Los Angeles; here's the "bit". I say "neigh" to tapes. Get the facts straight from the "horse's" mouth. Top-rated dj, sports, news. Box 539C, BROADCASTING.

Change in music policy causes us to lose a real air salesman. If you're in a major market and want a top jock, let us tell you about him. Write to Box 544C, BROADCASTING.

Family man, top voice, 10 years experience, desires permanent change. College education. 50,000 watt and tv background. 4 years morning and night dj. Strong on sports play-by-play and news. Available after January 10th. Box 555C, BROADCASTING.

Early morning man. Year and a half in small town operations wants metropolitan area music and news. Tape, resume. Box 558C, BROADCASTING.

DJ, three years experience, fast paced, knows music, good commercial. Box 559C, BROADCASTING.

Northwest-outstanding newcomer. DJ, news, sales. University graduate, 22, single. 1 year experience as announcer in educational tv and radio. Third phone, run board. Box 560C, BROADCASTING.

Florida-announcer, three years experience, family, reliable, desires Florida position. Box 561C, BROADCASTING.

Listeners demand, you must have, sparkling news coverage. Award winning news editor, newscaster guarantees delivery for $10,000 year. Box 566C, BROADCASTING.

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Experienced announcer personality disc-jockey interested in position near metropolitan area. Mature voice, quick on ad-lib, strong delivery of commercials. Work own board, married, college graduate. Box 572C, BROADCASTING.

Excellent country music deejay. First phone, no maintenance. Tops on commercials, news, pops, too. Six years experience. Box 574C, BROADCASTING.

Radio or tv staff announcing or tv production, any capacity. BA Degree, major, communications. Full practical experience in tv studio facilities, camera, switching, audio. Jazz, pop deejay. Strong commercials, news. Sports background, play-by-play. Negro. No dialect. Not "stereotype." Married. Best references. Box 578C, BROADCASTING.

Package deal! Buy two good men, get the service of four! Two ace disc jockeys, one also produces fantastic production commercials, the other is a star time salesman. Combined total 18 years experience. Want large market, 100,000 or more. TV affiliation desirable. We're both doing well now, so this will cost you. It will also pay you. Details, write Box 579C, BROADCASTING.

Comedian, stooge, musician. First ticket. Seeking larger market. Minimum $140.00. Box 580C, BROADCASTING.

Announcer-dj, first phone. 4 years experience. Wants southern location. No maintenance. $100 week. Box 581C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcer

Young, settled, ambitions announcer. Family man. If you are willing to pay good money for a permanent man with executive possibilities and have room for such advancement, write for my qualifications. Box 583C, BROADCASTING.

Commercial dj—2 years experience, recently discharged from Army. Seeks ¼ million market or more. Box 584C, BROADCASTING.

Seek dj show. Have tape, will travel. N.Y. eastern seaboard. Box 585C, BROADCASTING.

Experienced announcer second license, soon have first. Formerly with Norfolk good music station WRVC-FM. Washingtonian desires Washington area. College, single. Box 589C, BROADCASTING.

Announcer, 2½ years radio and tv. Strong on news and commercials, good dj. Hard worker, excellent references. Family man, veteran, available immediately. Box 592C, BROADCASTING.

I'm a Virginia boy. I want to stay in or near Virginia. You may not think I'm great, I don't, but listeners like me, especially college and high school. I'm not an announcer I'm an entertainer. Got a job, now? Box 595C, BROADCASTING.

Reliable family man with two years experience desires permanent, opportunity offering position, sports, news. Box 600C, BROADCASTING.

Reliable, vet, family, college. Sales also desired. Box 61, Stockton, Minnesota.

Experienced announcer, play-by-play, sales, family recommendations. Prefer southeast. Call-write Bob Hott, WTSB, Lumberton, N. C.

Announcer, 1st phone, $85, no car. Consider routine maintenance. Available immediately. Berkshire 7-6721 after 6:00 P.M. Russ Randolph, 2219 N. Parkside, Chicago.

Available: Experienced announcer, news traffic, sales, programming. 3 years all phases. Excellent voice. Contact A. Richards, 67-40 110th Street, Forest Hills, L. I., N. Y. Call: BO 8-2510.

Technical

Experienced engineer, announcer, salesman, wants position in which he will have opportunity to buy in. Consider CP. Box 582C, BROADCASTING.

Tech school graduate. Have 1st phone. Desire position broadcast field. No experience. Consider any offer after January 20. Box 598C, BROADCASTING.

Production-Programming, Others

Girl Friday with four years radio traffic experience wishes to re-locate in a southern California station. Resume and photo upon request. Box 551C, BROADCASTING.

Radio-tv copywriter, humor, offbeat. San Diego or Los Angeles. Box 557C, BROADCASTING.

Program director or art director. Versatile. Imaginative. All phases tv-radio. First phone. Writer, artist, cartoonist, advertising. College, Fine Arts and Telecommunications. Married. West preferred. Box 575C, BROADCASTING.

Want to liven your programming? Now available for immediate programming, hour package-taped comedy shows. For information write Box 577C, BROADCASTING.

Looking for an attractive girl personality, one with college degree, experience? Then write Box 591C, BROADCASTING.

Farm director, copywriter, excellent references. Lyle Nelson, Route 1, Breckenridge, Minn.

TELEVISION

Help Wanted

Management

Expanding central U.S. stations desire manager with proven record. Good salary. Unlimited opportunity. Excellent working conditions. Send full details to Box 563C, BROADCASTING.

Sales

Sales manager, midwest vhf NBC-ABC 240,000 set market. If you are on the way up, this is opportunity. Send complete resume, picture, references, estimate income requirements. Box 543C, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who **wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.**

Need two television transmitter engineers at once. Experience required. Contact J. E. Gray, KHQA-TV Quincy, Illinois.

Production-Programming, Others

Promotion manager. We want a man who can tell this station's story effectively thru audience and sales promotion. We offer this man a good story to tell and a chance to stand on his own two feet. We are a medium-sized vhf west coast station. Please send a complete resume in complete confidence. Box 540C, BROADCASTING.

Fine opportunity for news man with strong midwest radio-tv operation. Need man who can report news, write, do both radio and tv air work. Send full info, tape, availability, salary desired, photo to Box 564C, BROADCASTING.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing market in southeast. Salary open, depending on ability and past experience. Send samples and background first letter to Richard A. Fennel, WRDW-TV, Augusta, Georgia.

TELEVISION

Situations Wanted

Announcers

Able sports-staffer, play-by-play, good voice, now 11 months regional tv, 18 months Detroit radio, B.A., prefer west coast. Box 458C, BROADCASTING.

Announcer, experienced, presently in radio, desires opportunity in radio-tv station. Single, 27, veteran. Tape, resume available. Box 552C, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 593C, BROADCASTING.

Technical

Experienced chief engineer in industry's newest medium multicasting, with seven years am-fm. Qualified announcer, photographer. Prefer Florida. Box 588C, BROADCASTING.

First phone, three years television studio operation and maintenance experience. Prefer midwest. Box 601C, BROADCASTING.

Production-Programming, Others

Cameraman and photographer. Years of experience and owns own equipment. Box 433C, BROADCASTING.

Have experience, will travel. TV program manager and director seeks new position with growing tv station. Fully experienced all phases of tv operations with established network and film contacts. College education, family, and 11 years in industry. Best references available. Box 504C, BROADCASTING.

Producer-director. Experienced, family. Presently employed top eastern basic. All phases production. Desires more opportunity. Box 549C, BROADCASTING.

Producer-director-talent. College grad, married, solid television background, desires shift to better paying job in metropolitan market. Presently employed. Box 550C, BROADCASTING.

FOR SALE

Stations

For sale: One kilowatt daytimer in good small market. $5,000 will handle. Box 440C, BROADCASTING.

Metropolitan area radio station, largest city in the south, first time offered. 5,000 watts. Outstanding potential. Terms to responsible persons. Write or wire Box 447C, BROADCASTING.

Wisconsin station with excellent record of earnings and gross sales. **$100,000 cash required with terms on balance. Only replies from qualified principals will be answered. Direct replies to Box 492C, BROADCASTING.**

FOR SALE

Stations—(Cont'd)

1 kw regional, daytime only, in wealthy, growing midwest market serving over 500,000 people with retail sales of $628,000,000.00+ available thru purchased of all capital stock in licensee corporation. $50,000.00 will handle. Qualified parties, no brokers, contact Box 553C, BROADCASTING.

Southern California daytime station, established, over five hundred thousand people in primary area, excellent potential. Box 1412, Beverly Hills, California.

Texas daytimer. Good small market. $11,000 down. Floyd Bell, Box 1051, Texarkana, Texas.

California southern market quarter kilowatt. Potential $85,000.00. $40,000.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

California smaller market station $56,500.00. $20,000.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Box 450C, BROADCASTING.

10 kw RCA Channel 6 tv transmitter, type TT10AL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

Tape recorders: cleaning house, as is, needs work, one BRX1 Berlant Manual $275.00 one BAX1 automatic rack mounts, $300.00 2 Ampex 600's good condition, $400.00 each. Box 597C, BROADCASTING.

Two Wincharger towers, each 150 feet insulated, with hardware, dismantled, and stored FOB Pocatello, Idaho. $300.00 each tower, $550.00 for both. Write Jim Brady, KIFI, Idaho Falls, Idaho.

1 Presto model SR-950 tape recorder. Capable of 4 hours continuous recording. Best offer. 1 Ampex model 300 tape recorder, capable of 2 hours continuous recording. Best offer. 1 Presto disc recording group, consisting of 2 8-N recording turntables, 1-C cutters, 1 88-A amplifier, plus accessories. Best offer over $800.00. Contact Mr. Patrick S. Finnegan, Chief Engineer, WLBC, Muncie, Ind.

For sale 10 kw fm transmitter, General Electric, never used and in excellent condition. Contact Manager, WLNA, Peekskill, N. Y.

Available immediately 200 foot self supporting CN Blaw Knox tower. Six years old. WWIN, Baltimore, Maryland.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

WANTED TO BUY

Stations

Responsible group interested in medium market station in Pennsylvania, Ohio, New York or Michigan. Will retain qualified personnel including manager. Box 479C, BROADCASTING.

Equipment

Technical equipment wanted. Two Houston camera pedestals in good condition. Write immediately stating price. Box 541C, BROADCASTING.

Wanted, good used 3 kw fm transmitter and accessories. Reply Box 567C, BROADCASTING.

Wanted, 3 kw or 5 kw fm transmitter, and fm frequency and modulation monitor. WKIC, Hazard, Kentucky.

Interested in purchasing a 3 kw or a 5 kw fm transmitter or a 5 kw fm amplifier which can be driven by a 1 kw RCA fm transmitter. E. Sonderling, WOPA, Oak Park, Illinois, Village 8-5760.

WANTED TO BUY

Equipment—(Cont'd)

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. **Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

INSTRUCTIONS WANTED

Private instruction desired, FCC first phone, New York City. Box 594C, BROADCASTING.

RADIO

Help Wanted

Announcers

MILKMAN WANTED

Metropolitan market in New England needs a hardy, happy, healthy, hard-hitting record rider for "Destination Dawn" Monday thru Saturday, Midnite to 6 A.M. Good salary plus commissions. Send tape, resume to

Box 415C, Broadcasting

$15,000 FOR TOP MORNING MEN

Two of Nation's most famous independents, both number one rated and both located in top metropolitan markets, looking for fine morning men —good voices, humor, possibly gimmicks. Send tapes and backgrounds immediately to:

Box 493C, BROADCASTING

Immediate opportunity available for a top-notch radio newscaster in major midwest market. Must have dynamic on-the-air personality, good writing style, and ability to cover news beats. Send resume, picture and tape.

Box 505C, BROADCASTING

RADIO

Help Wanted—(Cont'd)

Announcer

World's First Radio Station

Needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years station experience and offer solid references. Excellent salary and staff benefits. Send tape, photo, and resume to: Program Manager, WWJ-The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

RADIO

Situations Wanted

Announcers

NETWORK PERSONALITY

Seeking association with progressive radio station. Will bring unique talents to cosmopolitan city for proper exploitation by alert management. Singer, musician, raconteur; quality deejay. No rock 'n' roll—no automation announcing. A network personality intimately associated with nation's top recording and musical celebrities. Articulate, dependable. Have tape—will travel anywhere in U. S. or Canada. Sensible salary plus incentive. For audio resume, write Box 596C, BROADCASTING.

FOR SALE

Stations

Looking toward Florida? There are 137 stations within its 830 mile stretch —equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree
Atlanta

17 East 48th
New York

MID-WEST FULL TIMER

A radio pioneer—1,000 w. daytimer and 500 w. night. Good signal across miles of prosperous industrial and farm areas. Network affiliate. Two news services. Grossing in excess of $100,000. Excellent equipment. Priced at $125,000 with $37,000 down. Less for all-cash offer. Allen Kander and Company. 1625 Eye St. N. W. Washington 6, D. C. Phone NAtional 8-1990.

INSTRUCTIONS

START at $75 to $100 week!

Radio and television stations by the hundreds request our graduates as announcers, writers, actors, etc. New term starts Feb. 3rd. Write for details immediately to:

NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W. (Dept. B-T)
Washington, D. C.

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

NORTH DAKOTA BROADCASTERS ASSOCIATION PLACEMENT SERVICE

Is available to you with no fee charged if you want employment in broadcasting, radio or TV in North Dakota. Write to Les Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

FOR SALE

Equipment

WANT A BARGAIN? MAKE OFFER

362' Guyed 'STAINLESS' Tower

erected and painted in 1953—excellent condition.

Complete with 4TY25D Antenna system; 4PY19B input feed adapter; 37-12' sections WR-1500AA Waveguide (some never unpacked); Deicing Equipment Type PY22A2; Lighting Equipment for above plus spring hangers, etc.

Phone or Write your offer
WEEU—Reading, Pa.
FRanklin 6-7335

RECORDING TAPE

Top grade, 7" reels, heat spliced from very fresh stock-boxed. 1800' $1.75; 1200' $1.25. Enclose check including postage with order.

AUDIO LABORATORIES, INC.
74 East Palisade Ave.
Englewood, N. J.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

'Christmas in the City' Shown In KPRC-TV, WQED (TV) Shows

KPRC-TV Houston and WQED (TV) Pittsburgh (non-commercial educational station) both used *Christmas in the City* as the theme for special Christmas programs last month.

KPRC-TV's show was produced, written and directed by local talent, and two mobile units and seven cameras served three remote locations. Two cameras also were used for studio shots. The station used live and film shots for the show and visited a church, hospital maternity ward, orphans' home, home for the aged, a typical family and neighborhood, the city's business district, a bus and train depot, the municipal airport, Ellington Air Force Base, the Star of Hope Mission, the Salvation Army, decorated homes, yards and churches and hotel and theatre lobbies and department stores. The sponsor, Southwestern Savings & Loan Assn., of the hour-long show reportedly was so impressed with it that it took an option for a similar production for Christmas Eve 1958.

WQED's program was an hour and a half long and featured three choral groups, Christmas stories and children playing around a large Christmas tree. The show also included selections by the Pittsburgh Concert Choir, the Boys' Choir of St. Edmund's Academy and the Edgar Thompson Caroliers of the United States Steel Corp., Pittsburgh.

KLO D. J. Doubles on Mat

Morgan White, disc jockey with KLO Ogden, Utah, challenged the well-known wrestler "The Bat," to a wrestling match—on pogo sticks. The contest was for six out of ten falls to win and The Bat, much to the amusement of the crowd, was not so expert on the bouncing stick as Mr. White and lost the first two falls. Becoming enraged at the laughter, the professional wrestler abandoned his pogo stick, flattened the referee and tossed the KLO staffer over the ropes into the ringside seats. These rough tactics cost him the match, as the referee awarded the bout to the disc jockey on a disqualification.

'Get Well' Wire to Ike from KALL

Shortly after President Eisenhower's illness was announced, KALL Salt Lake City sent him a telegram indicating its ". . . prayerful desire for your immediate and complete recovery." The station did not plug the promotion in advance, but an hour before sending it, announced that listeners calling Western Union would have their names included. A total of 123 Utahans called in before the time was up and a few days later KALL received a letter on White House stationery, expressing the President's ". . . warm thanks for your prayers and good wishes . . ."

Auto Sales Boosted by KHQ-TV

Contests on *5 O'clock* and *Late Movie* over KHQ-TV Spokane are attributed with elevating a Lincoln-Mercury dealer's sales position from last to first place in the area. Last July 15, the automobile dealership changed hands and the new owners placed

60% of its advertising budget with KHQ-TV in sponsoring "Leo's Tour" contests in the station's MGM movie shows. Photographs of locations in Spokane are shown during commercials together with a clue to its locality. Viewers are invited to submit a card naming the exact place pictured and the person sending in the earliest postmarked correct answer wins $10. Such was the success of the campaign that the car dealer had to obtain models from other Lincoln-Mercury distributors to fill orders.

WCSH-TV PORTLAND, Me., News Director Larry Geraghty (l) and announcer Phil Murray, have the world at their shoulders on the set the station uses for its Sunday afternoon *Opinion* program.

Gives Merchants 'Confidence'

WAPO Chattanooga is sending pamphlets to merchants in the area telling of its "Confidence Campaign." With information culled from the local chamber of commerce, the station has begun an "intensive campaign of GOOD news." The circular adds: "WAPO's business is to make your business better . . . Talk good news—sell more."

WFIL Uses 'Broadcasting' Story

BROADCASTING's story on WFIL Philadelphia's music jury [STATIONS, Oct. 28, 1957] is being reproduced and circulated by the station. WFIL-TV also has issued a map and market data-folder headed "The Best is Getting Better." A full-page ad in the Dec. 15 *Philadelphia Inquirer's* tv supplement announced WFIL-TV's new tower is delivering double the previous signal strength.

WBRZ (TV) Seen Behind Bars

Prisoners at Angola, Louisiana's state penitentiary, have requested that their late-night privileges be changed from the traditional Saturday, to Tuesday night. Reason: the three westerns WBRZ (TV) Baton Rouge airs that evening. A prison official stated, ". . . *Cheyenne, Tombstone Territory* and *Colt .45* are the shows they [the prisoners] like to watch, so Tuesday night only they are allowed to stay up until 11."

NBC Correlates Groucho, ETV

NBC has issued a new booklet entitled *Educational Television and Groucho Marx* which presents the question: "How can popular entertainment shows make possible 'special interest' programs that instruct and enrich the cultural life of the American people?" The booklet explains that television's advertising revenue, while financing popular entertainment, also enables the networks to create "special interest" programs such as NBC's educational television series which is currently produced in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich.

WCFL Allies With 'American'

WCFL Chicago, owned by the Chicago Federation of Labor, has completed an agreement with the *Chicago American* for an "all-encompassing radio-newspaper alliance," it was announced Monday by Martin Hogan, station manager, and Stuart List, publisher of the Hearst newspaper. The agreement calls for the use of all services of *American's* editorial and reportorial staff, feeding news to Don H. Graham, WCFL news director, for its 48 newscasts each day. WIND Chicago, Westinghouse Broadcasting Co. station, has a similar arrangement with John Knight's *Chicago Daily News* there.

America, Russia Exchange Ideas

What is said to be the first open, direct and off-the-cuff exchange of ideas by educators in the U. S. and the Soviet Union will be broadcast on the second CBS radio edition of *Radio Beat* today (Monday), 10:05-11 p.m. Contrasts between the Soviet and American educational systems will be the main topic of discussion. The American panel, speaking from CBS Radio studios in New York, includes Dr. Carrol V. Newsom, president of New York U.; Dr. Barnaby C. Keeney, president of Brown U., and Dr. Gaylord P. Harnwell, president of the U. of Pennsylvania. Speaking from the studios of Radio Moscow will be academician Ivan Petrovsky, rector of Moscow U.; Prof. Michael Chelikhin, director of the Moscow Institute of Power Engineering, and Peter Polukhin, head of the Dept. of Mining, Metallurgical and Building Sciences of the Colleges of the U. S. S. R.

Tea Council Sends Tea-Making Kits

To draw radio-tv trade's attention to the forthcoming "Take Tea & See Week," Jan. 10-25, the Tea Council of U. S. A. Inc.—currently underwriting $1.2 million all-tv push until March 4—last week sent out special promotional kits to "stimulate mid-morning and afternoon tea 'breaks.'" The kit contains electric water immersion heater, plastic-coated cups, napkins, sugar and Ceylonese teabags.

Viewer Names WSIX-TV Program

A "Show Without a Name" was broadcast by WSIX-TV Nashville throughout November, while over 10,000 viewers sent in suggestions for a new name for the afternoon musical-variety program. A 1958 Nash Metropolitan hardtop was awarded the contestant who sent in the selected entry: *Be My Guest*. Other prizes: a mink stole, 21-inch tv set, hi-fi and radio combination, shotgun and a girl's bicycle.

A "contest within a contest" was run for advertisers and agencies, wherein staffers were invited to estimate the number of en-

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CHICAGO 35 East Wacker Dr. RAndolph 6-6760
DENVER 1700 Broadway Acoma 2-3623

EUGENE S. THOMAS (r), general manager of KETV (TV) Omaha, congratulates Nat Gayster (l), Ted Bates & Co., for giving the winning reasons why "KETV's 9:35 p.m. movies are a good buy for a national spot advertiser." Art Berla, H-R Television Inc., station representatives, was present to offer congratulations to the winner of a GE portable tv, first prize in the national timebuyer competition.

tries WSIX-TV would receive in the promotion. Young & Rubicam's Jack F. Johnson received $100 for making the closest guess.

KWIZ Offers Funeral to Drivers

A free funeral was offered by KWIZ Santa Ana, Calif., for anyone killed in an automobile accident during the holidays. To register for this service, all the station required was a postcard with the applicant's name and address. KWIZ' manager Hal Davis said, "It may sound a bit gruesome, but following the free funeral idea comes the pitch for safety on the highways, with suggestions on how to win the free funeral—failing to signal, discourtesy and drunk driving, etc." The station reports only one application was received and, as yet, has not had the opportunity to supply the free funeral.

Hotpoint Dealers Seek Treasure

The contest department of Needham, Louis & Brorby Inc. will handle judging for a new "treasure hunt" dealer contest being conducted by its client, Hotpoint Co., for its tv receiver line. Ten Caribbean island trips and 42 prizes valued at $30,000 are among the sales inducements of the contest, running Dec. 30, 1957, through Feb. 28, 1958. Dealers may participate by (1) displaying for two weeks a minimum of four Hotpoint tv sets in their windows and (2) photographing the display and mailing it to the agency. Entries will be judged for arrangement of merchandise and originality of idea and uniqueness of sales approach. First ten dealers chosen will win, along with their wives, a four-day weekend in the Caribbean and eligibility to hunt for "lost" or "secretly buried" treasures after being provided with maps. Top prizes are $3,000, $2,000 and $1,000. Other prizes are a Hollywood trip, a wardrobe, 200 shares of Canadian uranium stock and gift certificates.

KEX Promotes For-Real Rose Bowl

For a two-week period ending Dec. 22, KEX Portland, Ore., disc jockeys tossed a rose into a "KEX Rose Bowl," every time they played a record. The station offered the listener guessing the number of roses in the bowl, a round trip for two to see the Ohio-Oregon Rose Bowl football game. A local woman submitted the closest estimate out of 1,500 entrants and, with a member of her family, was flown to Pasadena for the New Year's Day tourney.

Ex-Carnival Barker to Host Show

Information on extrasensory perception, teleportation, magic, psychic phenomena, telepathy, space travel and odd assortments of other topics will be heard on Mutual weeknights starting Jan. 13 in the 11:05-12 midnight segment and featuring the *Long John Show*. Moderator John Nebel is featured on WOR New York midnight-5:30 a.m. He has been a professional mind-reader, band leader, theatrical manager, proprietor of a traveling medicine show, store owner and carnival barker.

CBS to Run 'Couple' Double

A new daytime drama series, *The Couple Next Door,* starring Peggy Lynch and Alan Bunce, made its debut on CBS Radio last Monday (Mon.-Fri. 2:30-2:45 p.m.). The program, in addition to its regular schedule, will be repeated Monday through Friday 7:30-7:45 p.m. from December 30 until January 31, replacing that portion of *Amos 'n' Andy Music Hall*. Commenting on this, Howard G. Barnes, vice president in charge of CBS Radio network programs, stated that "this will give us an opportunity to increase our sampling, in order to merchandise this program to those people who do not regularly listen to daytime dramas, thereby offering an opportunity to build an even greater audience for our daytime program schedule."

'World Tonight' for Every Night

CBS Radio's *World Tonight* news program, hitherto carried Monday-through-Friday, 9:05-9:25 p.m. and Saturday 9:00-9:30 p.m., started on a seven-day-a-week basis, beginning Dec. 30, from 10:05-10:15 p.m. CBS News correspondent Blair Clark will continue to serve as anchor man on the weekday schedule and newsman Ned Calmer will serve in the same capacity on weekends.

WEEI's Moore Waxes Memories

Carl Moore, host of *Carl Moore Remembers* (daily, 7:05-7:20) over WEEI Boston, sings popular songs of 50 years ago on a new long-playing record being sold by the station. Mr. Moore is accompanied by Frank Bell's combo and, on some of the twelve numbers, is joined by Gloria Carroll to sing duets.

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BROADCASTING TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS

Published in first issue of each quarter

January 1958

Total U. S. Stations on Air: 525
(Commercial: 497; Educational: 28)
(Includes Alaska, Guam, Hawaii, Puerto Rico)

Total Cities with On-Air Stations: 323

Total Tv Households: 39,800,000
(ARF—Census data as of April 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)

BIRMINGHAM—
► WABT (13) NBC, ABC; Harrington, Righter, Parsons; N, LF, LS; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; N; $850
WBMG (42) 11/29/56-Unknown

DECATUR—
► WMSL-TV (23) NBC, CBS, ABC; McGillvra; N; $150

DOTHAN—
► WTVY (9) CBS, ABC; Young; N; $150

FLORENCE—
► WOWL-TV (15) CBS, NBC; Forjoe; $200

MOBILE—
► WALA-TV (10) NBC, ABC; H-R; N; $500
► WKRG-TV (5) CBS; Avery-Knodel; N; $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Young, N; $200
► WSFA-TV (12) NBC, ABC; Katz; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Avery-Knodel; N; $450

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; N; $550
► KPHO-TV (5) Katz; N; $450
► KTVK (3) ABC; Weed; N, LF, LS; $400

TUCSON—
► KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
► KOLD-TV (13) CBS; Hollingbery; $300
► KVOA-TV (4) NBC; Branham; N; $300

YUMA—
► KIVA (11) ABC, CBS, NBC; Hollingbery; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC (ABC, CBS per program basis); O'Connell; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC; Venard; $200
► KNAC-TV (5) CBS; H-R; $250

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; N; $500
► KTHV (11) CBS; Branham; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Branham; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; $350
► KERO-TV (10) NBC; Petry; N; $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) ABC, CBS; Avery-Knodel; N; $250

EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; $250
KHUM-TV (6) 1/16/56; March; Hollingbery; $150

FRESNO—
► KFRE-TV (12) CBS; Blair Tv; N, LF, LS; $650
► KJEO (47) ABC; Branham; N, LL; $600
► KMJ-TV (24) NBC; Raymer; N, LF, LS; $600
KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote

LOS ANGELES
► KABC-TV (7) ABC; Katz; $2,300
► KCOP (13) Petry; $1,500
► KHJ-TV (9) H-R; $1,750
► KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $3,500
► KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $3,600
► KTLA (5) Peters, Griffin, Woodward; LS, LF, LL; $1,500
► KTTV (11) Blair Tv; $2,000
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
KTVU (2) 6/27/57-March; H-R; N, LF, LS; $1,000

REDDING—
► KVIP-TV (7) NBC, ABC; Fleharty; N; $250

SACRAMENTO
► KBET-TV (10) CBS; H-R; N, LF, LS; $850
► KCRA-TV (3) NBC; Petry; N, LF, LS; $900
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425

SAN DIEGO—
► KFMB-TV (8) CBS; Petry; N; $900
► KFSD-TV (10) NBC; Katz; N; $850

SAN FRANCISCO—
► KGO-TV (7) ABC; Blair Tv; $1,700
► KPIX-TV (5) CBS; Katz; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,700
► KSAN-TV (32) Stars National; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
KTVU (2) (See Oakland)

SAN JOSE†—
► KNTV (11) ABC, CBS, NBC; Weed; N; $250

SAN LUIS OBISPO—
► KSBY-TV (6) CBS, ABC, NBC; H-R; $220

SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Headley-Reed; N, LS; $450

STOCKTON†—
► KOVR (13) ABC; Hollingbery; $800

TULARE—
KVVG (27) See footnote

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; $250
► KRDO-TV (13) NBC; Pearson; $175

DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; N; $750
► KLZ-TV (7) CBS; Katz; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; $500

GRAND JUNCTION†—
► KREX-TV (5) CBS, NBC, ABC; Holman; $150

MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; $225

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; N; $650
► WTIC-TV (3) Harrington, Righter & Parsons; $800
WEDH (*24) 1/29/53-Unknown

NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; N; $600

NEW HAVEN—
► WNHC-TV (8) ABC; Katz; N, LF, LS; $1,200
WELI-TV (59) 6/24/53-Unknown; H-R

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCTN (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; Stuart; $200

DELAWARE

WILMINGTON—
► WVUE-TV (12) Katz; $1,600

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,500
► WRC-TV (4) NBC; NBC Spot Sls.; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
► WTTG (5) Weed; $1,000
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH—
► WESH-TV (2) NBC, ABC; Avery-Knodel; $400

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WFGA-TV (12) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $600
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; N; $850
WJCT (*7) 2/28/57-February
WJHP-TV (36) See footnote

MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; N, LF; $950
► WITV (17) See Fort Lauderdale
► WPST-TV (10) ABC; Petry; $825
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; N, LL, LF, LS; $1,100
WGBS-TV (23) (See footnote)
WMFL (33) 12/9/53-Unknown

ORLANDO—
► WDBO-TV (6) CBS, ABC; Blair Tv Assoc.; N; $450
WEAL-TV (18) 9/21/55-Unknown
WLOF-TV (9) 6/7/57-February; Young

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; $175

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; N; $350
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; $400

TALLAHASSEE—
► WCTV (6) See Thomasville, Ga.

TAMPA—
► WFLA-TV (8) NBC; Blair Tv; N, LF, LS; $850
► WTVT (13) CBS; Katz; N, LF, LS; $850
WEDU (*3) 9/19/57-April

WEST PALM BEACH—
► WEAT-TV (12) ABC; Venard; $250
► WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY—
► WALB-TV (10) NBC, ABC; Venard; N; $250

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; N, LF, LS; $1,000
► WLWA (11) ABC; Crosley Sls.; $900
► WSB-TV (2) NBC; Petry; N, LF, LS; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; N; $350
► WRDW-TV (12) CBS; Branham; $350

COLUMBUS—
► WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
► WTVM (28) NBC, ABC; Headley-Reed; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC, NBC; Avery-Knodel; N; $400

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; N; $300

TELESTATUS

► WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; $350

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; $225

LEWISTON†—
► KLEW-TV (3) (Satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; $175
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) Masla; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; N; $900
WCHU (33) 9/19/57-Unknown

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; N; $4,100
► WBKB (7) ABC; Blair Tv; $2,400
► WGN-TV (9) Petry; LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; $150

DECATUR—
► WTVP (17) ABC; Gill-Perna; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) NBC, ABC; Walker; $150

LA SALLE
► WEEQ-TV (35) (affiliate of WEEK-TV Peoria)

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; N; $600
► WMBD-TV (31) CBS; Peters, Griffin, Woodward; N; $500
► WTVH (19) ABC; Petry; N; $550
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; N; $350
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
► WTVO (39) NBC; Headley-Reed; N; $350

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $800

SPRINGFIELD—
► WICS (20) NBC, ABC; Young; N; $250
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown; $150

BLOOMINGTON—
► WTTV (4) Meeker; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; $300

EVANSVILLE—
► WEHT (50) See Henderson, Ky.
► WFIE-TV (14) NBC; Raymer, N; $350
► WTVW (7) ABC; Hollingbery; N, LF, LS; $350

FORT WAYNE—
► WANE-TV (15) CBS; Petry; N; $500
► WKJG-TV (33) NBC; Raymer; N; $450

HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; N, LF, LS; $1,300
► WLWI (13) ABC; Crosley Sls.; N, LF, LS; $1,100
► WTTV (4) See Bloomington

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; N; $200

MUNCIE—
► WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
► WPTA (21) ABC; Meeker; $400

SOUTH BEND (ELKHART)—
► WNDU-TV (16) NBC; Petry; N; $500
► WSBT-TV (34) CBS; Raymer; N; $500

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $500

IOWA

AMES—
► WOI-TV (5) ABC, CBS, NBC; Weed; N; $650

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; N; $425
► WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) ABC, CBS, NBC; Pearson; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; $350

OTTUMWA—
► KTVO (3) See Kirksville, Mo.

SIOUX CITY—
► KTIV (4) NBC, ABC; Hollingbery; N; $350
► KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
► KTVC (6) ABC, CBS; Katz; $100 (satellite of KAKE-TV Wichita)

GARDEN CITY—
KGLD (11) 6/14/57-January (satellite of KCKT Great Bend)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; N; $300

HAYS—
KAYS-TV (7) 5/29/57-Unknown

HUTCHINSON (WICHITA)—
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita
► KTVH (12) CBS; H-R; N; $575

MANHATTAN†—
KSAC-TV (*8) **7/24/53-Unknown**

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
► WIBW-TV (13) CBS; Avery-Knodel; N; $360

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; N; $675
► KARD-TV (3) NBC; Petry; N, LL, LF, LS; $650
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) 8/14/52-Unknown; Petry

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; N; $400

LEXINGTON—
► WKXP-TV (27) Pearson; $251.30
► WLEX-TV (18) NBC, ABC, CBS; Bolling; N; **$218.50**

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,100
► WHAS-TV (11) CBS; Harrington, Righter & Parsons; N; $1,000
WQXL-TV (41) 1/15/53-Unknown; Forjoe
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH—
► WPSD-TV (6) NBC; Pearson; N; $400

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; $250

BATON ROUGE—
► WAFB-TV (28) CBS; Blair Tv Assoc.; $250
► WBRZ (2) NBC, ABC; Hollingbery; N; $400
WCNS (40) 7/19/56-Unknown
Port City Tv Co. (18) Initial Decision 10/31/57

LAFAYETTE—
► KLFY-TV (10) CBS; Young; N; $250

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; $250
► KTAG (25) CBS; Raymer; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; N; $400
► KLSE (*13)

NEW ORLEANS—
► WDSU-TV (6) NBC; Blair Tv; N, LL, LF, LS; $1,100
► WJMR-TV (20) CBS, ABC; Weed; N; $600
► WWL-TV (4) CBS; Katz; N, LF, LS; $900
► WYES-TV (*8)
WCKG (26) 4/2/53-Unknown; Gill-Perna
WWEZ-TV (32) 9/26/56-Unknown

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; $500
► KTBS-TV (3) NBC, ABC; Petry; N; $550

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) NBC, ABC; Hollingbery; N; $350
► WTWO (2) CBS; Venard; N; $300

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400

PORTLAND—
► WCSH-TV (6) NBC, ABC; Weed; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; N; $500

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $225

MARYLAND

BALTIMORE—
► WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500
► WJZ-TV (13) ABC; Blair Tv; N; $1,400
► WMAR-TV (2) CBS; Katz; N, LF, LS; $1,500
WITH-TV (72) 12/18/52-Unknown; Forjoe
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; N; $200

MASSACHUSETTS

ADAMS (PITTSFIELD)—
► WCDC (19) (Satellite of WTEN Vail Mills, N. Y.)

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; N, LS, LF; $2,400
► WGBH-TV (*2)
► WHDH-TV (5) ABC, CBS, NBC; Blair Tv; N, LL, LF, LS; $2,500
► WMUR-TV (9) See Manchester, N. H.
► WNAC-TV (7) CBS, ABC; H-R; N; $3,000
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
► WRLP (32) (Satellite of WWLP Springfield, Mass.)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; N; $600
► WWLP (22) NBC, ABC; Hollingbery; **N, LS;** $700

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
WPAG-TV (20) See footnote
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
► WNEM-TV (5) NBC, ABC; Petry; **N, LF, LS;** $800

CADILLAC—
► WWTV (13) CBS, ABC; Hollingbery; $350

CHEBOYGAN—
WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
► WJBK-TV (2) CBS; Katz; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair Tv; $2,200
► CKLW-TV (9) (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; N; $1,300

LANSING—
► WJIM-TV (6) ABC, CBS, NBC; Peters, Griffin, Woodward; **N, LF, LS; $1,000**
WTOM-TV (54) See footnote

MARQUETTE—
► WDMJ-TV (6) CBS; Weed; $200

NEW TV STATIONS

THE following tv stations started regular programming within the past three months:

KOAC-TV (*7) Corvallis, Ore.; KPAC-TV (4) Port Arthur-Beaumont, Texas; WLWI (13) Indianapolis; WKST-TV (45) New Castle, Pa.; WINR-TV (40) Binghamton, N. Y.; WOWL-TV (41) Florence, Ala.; KXGN-TV (5) Glendive, Mont.; WMVS-TV (*10) Milwaukee; WEEQ-TV (35) La Salle, Ill.; WBOY-TV (12) Clarksburg, W. Va.; WHDH-TV (5) Boston; KWRB-TV (10) Riverton, Wyo.; WBLN-TV (15) Bloomington, Ill.; KTWX-TV (9) Sheridan, Wyo., WSUR-TV (9) Ponce, P. R; WMBD-TV (31) Peoria, Ill.; KVII (7) Amarillo, Tex., and KXLJ-TV (12) Helena, Mont.

TELESTATUS

ONONDAGO—
Michigan State U. (10) Initial Decision—3/6/57
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► **WKNX-TV (57) CBS, ABC; Gill-Perna; N; $375**
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; N; $144

MINNESOTA

ALEXANDRIA—
Central Minnesota Tv Co. (7) 12/5/57-Unknown
AUSTIN—
► KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; N; $500
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; $1,000
► KSTP-TV (5) NBC; Petry; N, LF, LS; $1,550
► KTCA-TV (*2) LF, LS
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; $1,200
ROCHESTER—
► KROC-TV (10) NBC, ABC, CBS; Meeker; N; $250

MISSISSIPPI

BILOXI†—
WVMI-TV (13) 8/1/57-Unknown
COLUMBUS—
► WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
GREENWOOD—
Greenwood Broadcasting Co. (6) Initial decision 12/4/57
GULFPORT—
WSTG (56) 8/1/57-Unknown
HATTIESBURG—
► **WDAM-TV (9) NBC, ABC; Pearson; N; $175**
JACKSON—
► WJTV (12) CBS, ABC, NBC; Katz; N; $400
► WLBT (3) NBC, ABC; Hollingbery; N; $400
LAUREL—
WTLM (7) 2/21/57-Unknown
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $275
WCOC-TV (30) See footnote
TUPELO—
► WTWV (9) NBC; Masla; N; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; N; $350
► **WGEM-TV (10) See Quincy, Ill.**
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; $275
JOPLIN—
► KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,300
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; N; $660 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Hollingbery; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $400
ST. LOUIS—
► **KETC (*9)**
► KMOX-TV (4) CBS; CBS Spot Sales; N; $1,500
► KSD-TV (5) NBC; NBC Spot Sls.; N, LF, LS; $1,200
► KTVI (2) ABC; Blair Tv; $1,000 (operating temporarily on ch. 2)
220 Television Inc. (11) 10/23/57-Unknown
SEDALIA†—
► KDRO-TV (6) Pearson; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; N; $325
► KYTV (3) ABC, NBC; Hollingbery; N; $325

MONTANA

BILLINGS—
► KOOK-TV (2) CBS, ABC; Headley-Reed; $200
KGHL-TV (8) 11/23/55-January; Young; $200
BUTTLE†—
► KXLF-TV (4) ABC; $100
KOPR-TV (6) 8/1/57-Unknown
GLENDIVE†—
► KXGN-TV (5) CBS; Webb; $125
GREAT FALLS†—
► **KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $200**
KTCL (3) 5/29/57-Unknown
HELENA
► KXLJ-TV (12) (Satellite of KXLF-TV Butte, Mont.)
KALISPELL†—
► **KGEZ-TV (9) CBS; Cooke; $125**
MISSOULA—
► **KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $150**

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**
HAY SPRINGS—
KDUH-TV (4) 8/1/57-January; Headley-Reed; $150 (satellite of KOTA-TV Rapid City, S. D.)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; N; $300
LINCOLN—
► KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
► **KUON-TV (*12)**
NORTH PLATTE—
KWSL (2) 8/1/57-Unknown
OMAHA—
► KETV (7) ABC; H-R; $900
► KMTV (3) NBC; Petry; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair Tv; N; $900
SCOTTSBLUFF†—
► **KSTF (10) (Satellite KFBC-TV Cheyenne)**

NEVADA

ELKO—
Nevada Radio-Television Inc. (10) 11/6/56-Unknown
HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Avery-Knodel; N; $275
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; N; $250
► **KLRJ-TV (2) See Henderson**
► KSHO-TV (13) ABC; McGavren-Quinn; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS; Forjoe; $700
MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Forjoe; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Branham; N; $400
► KOAT-TV (7) ABC; Bolling; N; $300
► KOB-TV (4) NBC; Petry; N; $410
KNME-TV (*5) 10/23/57-Unknown
CARLSBAD—
► KAVE-TV (6) CBS, ABC, NBC; Branham; $150
CLOVIS—
► KICA-TV (12) CBS; Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; N; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WTEN (10) (See Vail Mills)
► WTRI (35) ABC; Venard; $400 (has temporary authority to operate on ch. 13)
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WINR-TV (40) NBC, ABC; Hollingbery; N, LL, LF, LS, $300
► WNBF-TV (12) CBS, ABC, NBC; Blair Tv; N; $1,000
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter &** Parsons; N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,200
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► **WCNY-TV (7) CBS, ABC (NBC per program** basis); Weed; $250
ELMIRA—
► WSYE-TV (18) NBC, ABC; Harrington, Righter & Parsons; N; $100 (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► **WPTZ (5) NBC, ABC; Blair Tv Assoc.; N; $400**
NEW YORK—
► **WABC-TV (7) ABC; Blair; $4,150**
► WABD-TV (5) Weed; LL, LF, LS; $3,000
► **WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $8,000**
► WOR-TV (9) H-R; $3,000
► **WPIX (11) Peters, Griffin, Woodward; $2,000**
► WRCA-TV (4) NBC; NBC Spot Sls.; N, LS, LF, LL; $9,200
► **WATV (13) See Newark, N. J.**
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WHEC-TV (10) CBS, ABC; Everett-McKinney; N; $800
► WROC-TV (5) NBC, ABC, CBS; Peters, Griffin, Woodward; N; $700
► WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $900
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; N, LF, LS; $1,350
SYRACUSE—
► **WHEN-TV (8) CBS, ABC; Katz; N; $1,000**
► **WSYR-TV (3) NBC; Harrington, Righter & Parsons; N, LS, LF; $1,100**
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; N; $550
VAIL MILLS (ALBANY)—
► WTEN (10) CBS; Harrington, Righter & Parsons; N; $400

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) NBC, CBS; $150
► WLOS-TV (13) ABC; Venard; N; $450
CHAPEL HILL†—
► **WUNC-TV (*4)**
CHARLOTTE—
► WBTV (3) CBS, ABC; CBS Spot Sls.; N, LL, LS, LF; $1,000
► WSOC-TV (9) NBC, ABC; H-R; N; $900
WUTV (36) See footnote
DURHAM—
► WTVD (11) CBS; Petry; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Burn-Smith; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► **WFMY-TV (2) CBS; Harrington, Righter & Parsons; N, LF, LS; $800**
GREENVILLE—
► **WNCT (9) CBS, ABC; Hollingbery; N; $400**
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WRAL-TV (5) NBC; H-R; N, LF, LS; $600
WNAO-TV (28) See footnote
WASHINGTON—
► **WITN (7) NBC; Headley-Reed; N; $325**
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; $250
WINSTON-SALEM—
► **WSJS-TV (12) NBC; Headley-Reed; N; $600**
WTOB-TV (26) See footnote

NORTH DAKOTA

BISMARCK—
► **KBMB-TV (12) CBS; Weed; N; $150**
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; N; $275 (Includes satellite KUMV-TV Williston)
DICKINSON—
► **KDIX-TV (2) CBS, ABC, NBC; Holman; $150**
FARGO—
► **WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450**
GRAND FORKS†—
► KNOX-TV (10) NBC; Rambeau; N; $200
MINOT—
► **KCJB-TV (13) CBS, NBC, ABC; Weed; $250**
KMOT (10) 10/5/55-Unknown (Satellite of KFYR Bismarck)
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; N, LF, LS; $550
WILLISTON—
► KUMV-TV (8) NBC, ABC, CBS; Blair Tv Assoc. (satellite of KFYR-TV Bismarck)

OHIO

AKRON—
► **WAKR-TV (49) ABC; Burke-Stuart; $300**
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair Tv; N; $1,300
► WKRC-TV (12) CBS; Katz; N; $1,200
► WLWT (5) NBC; Crosley Sls.; N, LL, LF, LS; $1,500
WQXN-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
► **KYW-TV (3) NBC; Peters, Griffin, Woodward; N; $1,950**
► WEWS (5) ABC; Blair Tv; N; $1,800

COMPARATIVE NETWORK AM SHOWSHEET

EV N

	SUNDAY			
	ABN	CBS	MBS	NBC
6:00 PM	Reynolds Norwich M. M. Headlines	News Lorillard	News America's Top Tunes	Monitor
6:15	Paul Harvey News	Grove Gunsmoke		Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Grove Sez Who	News Bill Stern's Sports Beat	Monitor Meet the Press
6:45	George Sokolsky			
7:00	News* Weather Speaking of Sports	News—Chevrolet Home Insurance Co. Jack Benny	News America's Top Tunes	Monitor **
7:15	Overseas Assignment			
7:30		Lorillard Stan Froberg	News By The People	
7:45				
8:00	News* Weather Speaking of Sports	News—Chevrolet Lorillard Grove Mitch Miller	Hour of Decision Dr. Billy Graham	
8:15				
8:30			News America's Top Tunes	
8:45		Sports—Grove		
9:00	News* Speaking of Sports	News—Lorillard Grove World News Roundup	News Music Beyond The Stars	
9:15				
9:30	News*	Face the World	T. Henrich Sports News	
9:45			Virgil Pinkley Music Beyond The Stars	
10:00	Erwin Canham	News	Marian Theatre	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15		Grove Sports		
10:30	The Assemblies of God "Revival Time"	Church of the Air	John T. Flynn Amer. Future Inc.	Youth Wants to Know
10:45	News*		An American Abroad	
11:00		News	News	Monitor **
11:15 PM	Late News	Dance Orchestra	Oklahoma City Symphony Orchestra	

	MONDAY			
	ABN	CBS	MBS	NBC
6:00 PM	Weather	Allan Jackson Co-op	News America's Top Tunes	News
6:15	Quincy Howe			
6:30	Daly—Chevrolet News**		Kraft—News The Story Princess	
6:45		Delco Batteries Lowell Thomas		Sun Oil & Co-op 3-Star Extra
7:00	CIO-AFofL Edw. P. Morgan	Sports Grove Johnson & Johnson Vick	Fulton Lewis Jr.	News
7:15	Merv Griffin Show (participating)		America's Top Tunes	Co-op Alex Dreier
7:30		Amos 'n' Andy Music Hall	News Reporter's Roundup	News of World **
7:45	News	Ed. R. Murrow Co-op		Life and the World **
8:00	Bill Kemp Show (Participating)	Grove Robt. Q. Lewis	News True Detective	News You Bet Your Life **
8:15				
8:30		News Grove Rusty Draper	News* Lives of Harry Lime	Nightline **
8:45				
9:00	Late News	Chevrolet News The World Tonight	News UN Radio Review Music Beyond The Stars	News Bell Telephone Hour
9:15		Eric Sevareid		
9:30		Capitol Cloakroom	Bill Stern Music Beyond The Stars	Nightline **
9:45	News			
10:00	CIO-AFL—News	Dance Orchestra	News Music Beyond The Stars	News Classical Music for People Who Hate Classical Music
10:15				
10:30	News		Lever—News Music Beyond The Stars	News of the World (R)
10:45				Life and the World (R)
11:00	ABN Late News	News	News	News
11:15 PM	Late News	Dance Orchestra	Music Beyond The Stars	

	TUESDAY			
	ABN	CBS	MBS	NBC
6:00 PM	Weather	Allan Jackson Co-op	News America's Top Tunes	News
6:15	Quincy Howe			
6:30	Daly—Chevrolet News**		Kraft—News The Story Princess	
6:45		Delco Batteries Lowell Thomas		Sun Oil & Co-op 3-Star Extra
7:00	CIO-AFofL Edw. P. Morgan	Reynolds Sports Grove Vick	Fulton Lewis Jr.	News
7:15	Merv Griffin Show (participating)		America's Top Tunes	Co-op Alex Dreier
7:30		Amos 'n' Andy Music Hall	Heatter** Assignment Pple (with C. Holmes)	News of World **
7:45	News	Ed. R. Murrow Co-op	Coca-Cola Eddie Fisher	Life and the World **
8:00	Bill Kemp Show (Participating)	Robt. Q. Lewis	News Squad Room	News The Great Gildersleeve**
8:15				
8:30		News Grove Rusty Draper	News* Adventures of the Scarlet Pimpernel	Nightline **
8:45				
9:00	News	Chevrolet News The World Tonight	News UN Radio Review Music Beyond The Stars	News Nightline **
9:15		Eric Sevareid		
9:30		Last Word	Bill Stern Music Beyond The Stars	
9:45	News			
10:00	CIO-AFL—News	CBS News Dance Orchestra	News Music Beyond The Stars	News TBA
10:15				
10:30	News		News Music Beyond The Stars	News of the World (R)
10:45				Life and the World (R)
11:00	ABN Late News	News	News	News
11:15 PM	Late News	Dance Orchestra	Music Beyond The Stars	

		WED	ESD
	ABN	CBS	
6:00 PM	Weather	Allan Jack Co-op	N
6:15	Quincy Howe		Am Top
6:30	Daly—Chevrolet News**		Kraf
6:45		Delco Batt Lowell Tho	Th Pr
7:00	CIO-AFofL Edw. P. Morgan	Grove Vick	Fulton
7:15	Merv Griffin Show (participating)		Am Top
7:30		Amos 'n' An Music Hal	N
7:45	News	Ed. R. Murr Co-op	F Th
8:00	Bill Kemp Show (Participating)	Grove Robt. Q. L	N
8:15			Ex Ton
8:30		News Grove Rusty Draper	N
8:45			He Horn
9:00	News	Chevrolet N Lorillard The World Tonight	N UN Rad Music the
9:15		Eric Sevar	
9:30		Leading Questi	Bill Music The
9:45	News		
10:00	CIO-AFL—News	CBS New Dance Orchestr	N Music The
10:15			
10:30	News		N Music The
10:45			
11:00	ABN Late News	News	N
11:15 PM	Late News	Dance Orchestr	Music The

DAYTI

	SUNDAY			
	ABN	CBS	MBS	NBC
9:00 AM	ABN News	Kent, Postum Wheaties World News	Dr. Wyatt Wings of Healing	* News World News Round-Up Co-op
9:15		Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy	Church of the Air	Christian Ref. Church Back to God	Voice of Prophecy
9:45				
10:00	News Message of Israel	Chevrolet News E. Power Biggs	Radio Bible Class	News National Radio Pulpit
10:15				
10:30	News Negro College Choirs	Invitation to Learning	Voice of Prophecy	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) **
10:45				
11:00		News Kent Charles Collingwood	Dawn Bible Frank & Ernest	
11:15		Howard K. Smith	First Church How Christian Science Heals	
11:30	News The Christian In Action	Salt Lake City Tabernacle	News UN News Around the World	
11:45				
12:00 N		Chevrolet News Vincent Lopez Orchestra	News America's Top Tunes	
12:15 PM				
12:30	Moods in Melody	Sammy Kaye Orchestra	News America's Top Tunes	The Eternal Light
12:45		Weather	How Christian Science Heals	
1:00	As We See It		Bill Cunningham	Monitor **
1:15	It's Your Business		Keep Healthy	

	MONDAY - FRIDAY			
	ABN	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Robt. Hurleigh Co-op	* News
9:15			America's Top Tunes	
9:30			News—Kraft America's Top Tunes	
9:45				
10:00	Herb Oscar Anderson Show (participating)	Amer. Home Fds' Curtis, Angostura Bristol-Myers Chun-King Hartz General Foods Simoniz Reader's Digest Norwich Std. Brands Sara Lee Mutual Benefit Seeman Dr. West, Singer Pharma-Craft Fritos Peter Paul Libby Arthur Godfrey	News Kate Smith	* News My True Story **
10:15				
10:30			News* America's Top Tunes	NBC Bandstand **
10:45				
11:00	Plough—News		News Kate Smith	* News NBC Bandstand **
11:15				
11:30		Wrigley Howard Miller	Kraft—News Queen for a Day	
11:45				
12:00 N	Late News Co-op Paul Harvey	Staley Peter & Mary	News America's Top Tunes	* News My True Story (R)
12:15 PM	Sunshine Boys	Colgate Scott Backstage Wife		
12:30		Lever Scott Helen Trent	Kraft—Hurleigh	NBC Bandstand ** (R)
12:45	Sunshine Boys	Colgate Carter Our Gal Sunday		
1:00	Jim Reeves Show (participating)	Hotpoint Nora Drake	C. Foster—News	* News NBC Bandstand (R)
1:15		Lever, Lipton Ma Perkins	Lots o' Music	

	SATURDAY			
	ABN	CBS	MBS	NBC
9:00 AM	Johnny Pearson Show	Co-op News	News	News Monitor **
9:15		Man Around House	America's Top Tunes	
9:30		Farm News	Kraft—News America's Top Tunes	
9:45		Garden Gate		
10:00	News* Johnny Pearson Show	Chev. Jackson Grove Clairol Postum Lorillard Galen Drake	News America's Top Tunes	
10:15				
10:30			News America's Top Tunes	
10:45				
11:00	News* Sp'king of Sports Pan Am. Party	News Comstock Plough Vick Campana Hudson General Mills Lewis-Howe Milner Robt. Q. Lewis	News America's Top Tunes	
11:15	Reynolds Ranch Boys			
11:30	Navy Hour		Kraft—News America's Top Tunes	
11:45				
12:00 N	News* Sp'king of Sports Charlie Applewhite	Chev. Jackson Lorillard Vick Lorillard Amos 'n' Andy Music Hall Kent	News Wheel of Chance	Allis Chalmers Farm & Home Hour
12:15 PM				
12:30	American Farmer	Vick J&J Grove Gunsmoke	News Wheel of Chance	Alex Dreier Dow Chemical Red Foley
12:45				
1:00	News* Sp'king of Sports All League Clubhouse	Chev. Jackson Grove City Hospital	News	Monitor **
1:15			Good News	

	ABN	
1:30 PM	News* Pilgrimag	
1:45		Lon Symph
2:00	Healing Wat Inc. Dr. Oral Rob	
2:15		Ford Ro
2:30	Herald of Truth	Ne
2:45		
3:00	News* Speaking of Sp Sammy Kay Sunday Serenade	
3:15		
3:30	Dr. Billy Grah Hour of Deci	New Philha Orch
3:45		
4:00		
4:15	Gospel Bcstg. Old-Fashion Revival Hr.	Ford Ro
4:30		Ke Gr Susp
4:45		Chevrol
5:00	Radio Bible Class	Gr Ke Vi Johnny
5:15		Ke Gr FBI in and
5:30		
5:45 PM		Ford Ro

VNING

WEDNESDAY

Time	CBS	MBS	NBC
6:00 PM	lan Jack Co-op	News	News
6:15		America's Top Tunes	
6:30		Kraft—News	
6:45	lco Batter vell Thom	The Story Princess	Sun Oil & Co-op 3-Star Extra
7:00	Grove Vick	Fulton Lewis Jr.	News
7:15	os 'n' An Music Hal	America's Top Tunes	Co-op Alex Dreier News of World **
7:30		News	Life and the World **
7:45	R. Mur Co-op	Family Theatre News	News
8:00	Grove t. Q. Le	Exploring Tomorrow	People Are Funny **
8:15		News*	
8:30	News	Horatio Hornblower	Nightline **
8:45	Grove Rusty Draper	News	News
9:00	rolet N Lorillard	UN Radio Review Music Beyond the Stars	
9:15	he Worl Tonight c Sevarei	Bill Stern	Nightline **
9:30	Leading Question	Music Beyond The Stars	
9:45		News	News
10:00	BS New	Music Beyond The Stars	At the UN with Pauline Frederick
10:15		News	
10:30	Dance Orchestra	Music Beyond The Stars	News of the World (R)
10:45			Life and the World (R)
11:00	News	News	News
11:15 PM	Dance Orchestra	Music Beyond The Stars	

THURSDAY

Time	ABN	CBS	MBS	NBC
6:00 PM	Weather	Allan Jackson Co-op	News	News
6:15	Quincy Howe		America's Top Tunes	
6:30	Daly—Chevrolet News**		Kraft—News	
6:45		Delco Batteries Lowell Thomas	The Story Princess	Sun Oil & Co-op 3-Star Extra
7:00	CIO-AFofL Edw. P. Morgan	Reynolds Sports*	Fulton Lewis Jr.	News
7:15		Grove Vick Amos 'n' Andy Music Hall	America's Top Tunes	Co-op Alex Dreier News of World **
7:30	Merv Griffin Show (participating)		Heatter** Assignment Pple. with C. Holmes	Life and the World **
7:45	News	Ed. R. Murrow Co-op	Coca-Cola Eddie Fisher News	News
8:00		Lorillard	Secrets of Scotland Yard	X Minus One **
8:15		Robt. Q. Lewis	News*	
8:30	Bill Kemp Show (Participating)	News—Simoniz	Theatre Royal	Nightline **
8:45		Grove Rusty Draper	News	News
9:00	News	Chevrolet News Lorillard	UN Radio Review Music Beyond the Stars	
9:15		Grove The World Tonight	Bill Stern	Nightline **
9:30		Eric Sevareid	Music Beyond The Stars	
9:45	News	Stuart Foster Show	News	
10:00	CIO-AFL—News	CBS News	Music Beyond The Stars	News
10:15	News		News	Family Living '57
10:30		Dance Orchestra	Music Beyond The Stars	News of the World (R)
10:45	ABN Late News			Life and the World (R)
11:00		News	News	News
11:15 PM	Late News	Dance Orchestra	Music Beyond The Stars	

FRIDAY

Time	ABN	CBS	MBS	NBC
6:00 PM	Weather	Allan Jackson Co-op	News	News
6:15	Quincy Howe		America's Top Tunes	
6:30	Daly—Chevrolet News**		Kraft—News	
6:45		Delco Batteries Lowell Thomas	The Story Princess	Sun Oil Co-op 3-Star Extra
7:00	CIO-AFofL Edw. P. Morgan	Lorillard	Fulton Lewis Jr	News
7:15		Grove Vick	America's Top Tunes	Co-op Alex Dreier News of World **
7:30	Merv Griffin Show (participating)	Amos 'n' Andy Music Hall	Heatter**	Life and the World **
7:45	News	Ed. R. Murrow Co-op	Lombardoland USA News	News
8:00			Exploring Tomorrow	Bob Hope Show **
8:15		Grove Robt. Q Lewis	News*	
8:30	Bill Kemp Show (Participating)	News—Simoniz	Queen's Men	Monitor **
8:45		Grove Rusty Draper	News UN Radio Review	
9:00		Chevrolet News	Music Beyond the Stars	News
9:15		Lorillard The World Tonight	Bill Stern	Monitor **
9:30		Eric Sevareid	Music Beyond The Stars	
9:45	News	Dance Orchestra	News	News
10:00	CIO-AFL—News	CBS News	Music Beyond The Stars	Gillette Boxing
10:15	News	Dance Orchestra	News	Sports Digest
10:30			Music Beyond The Stars	Sports Highlights
10:45	ABN Late News		News	News
11:00		News		
11:15 PM	Late News	Dance Orchestra	Music Beyond The Stars	

SATURDAY

Time	ABN	CBS	MBS	NBC
6:00 PM		News—Simoniz	News	
6:15		Chesebrough Football Scoreboard	America's Top Tunes	
6:30		Saturday at the Chase	Viewpoint	
6:45	News*	News	Kraft—News Doorway To Travel	
7:00	Sp'king of Sports	News—Reynolds	News	
7:15	At Ease	Grove Saturday Night Country Style	Hawaii Calls	
7:30		Simoniz—News	Word of Life Hour	
7:45	News*			
8:00	Speaking of Sports	Chevrolet News	T. Henrich Bandstand USA	Monitor **
8:15	Vincent Lopez Show	Entertainment U.S.A.	News	
8:30	Lawrence Welk	The Last Word	Bandstand USA	
8:45		Lorillard Grove—Sports	News	
9:00	News*	Grove—News World Tonight Lorillard	Bandstand USA	
9:15			News	
9:30		Dance Orchestra	Bandstand USA	R. J. Reynolds Grand Ole Opry
9:45	News*	News	News	
10:00			Music Beyond The Stars	
10:15		Dance Orchestra	News	
10:30			Music Beyond The Stars	Monitor **
10:45	News*			
11:00		News	News	
11:15 PM	Late News	Dance Orchestra	Music Beyond The Stars	

AYTIME

SUNDAY

ABN	CBS	MBS	NBC
News*			Lutheran's Layman's League The Lutheran Hour
ilgrimag		Lutheran Hour	
aling Wat Inc. Oral Rob	Longines Symphonette	Wings of Healing	Monitor **
	Ford Road Show	Tint 'n' Set News	The Catholic Hour
Herald of Truth	News	America's Top Tunes	
News* king of Sp		News	
mmy Kay Sunday Serenade		America's Top Tunes	
		News	
Billy Grah of Decis	New York Philharmonic Orchestra	America's Top Tunes	
		News	Monitor **
	Ford Road Show	America's Top Tunes	
el Bcstg. -Fashion evival Hr.	Kent Grove Suspense	Nylo Net News	
		America's Top Tunes	
	Chevrolet News Grove Kent Vick Johnny Dollar	News	
Radio Bible Class		America's Top Tunes	
	Kent Grove FBI in Peace and War	T. Henrich	
	Ford Road Show	America's Top Tunes	

MONDAY - FRIDAY

ABN	CBS	MBS	NBC
	Sterling Lever Scott Dr. Malone	News	NBC Bandstand ** (R)
Jim Reeves Show (participating)	Road of Life	Lots o' Music	
Late News	News—Miles Wendy Warren & News	News	* News
	Colgate, Sterling Mentholatum Mrs. Burton	Lots o' Music	True Confessions **
Jim Backus Show (participating)	TBA	News—Wingate	One Man's Family **
	Just Entertainment	Lots o' Music	The Affairs of ** Dr. Gentry
News		News	* News
	Staley Coldene, Hartz Simoniz, Lever Carnation R Houseparty†	America's Top Tunes	Five Star Matinee **
		News*	Woman in My House **
		America's Top Tunes	Pepper Young's ** Family"
News		News	* News
		Wall Street Final	
		News	
		America's Top Tunes	
Late News		News	
	Ford Road Show Arthur Godfrey	America's Top Tunes	
	UN on Record (Fri. only)	Kraft—News	
		America's Top Tunes	Ralston-Purina R. Harkness

SATURDAY

ABN	CBS	MBS	NBC
Shake the Maracas	Adventure In Science	News	
News*	Entertainment USA	America's Top Tunes	
	News	News	
	Dance Orchestra	America's Top Tunes	
		News	
	News	America's Top Tunes	
		News	
Texas Co. Metropolitan Opera		America's Top Tunes	
		News	Monitor **
	News	America's Top Tunes	
	Dance Orchestra	News	
		America's Top Tunes	
		News	
Intermezzo	US Army Show	America's Top Tunes	
News* Sp'king of Sports	News	News	
	Dance Orchestra	America's Top Tunes	
		T. Henrich Sports News	
News*	Make Way For Youth	Maggi's Magazine	

January 6, 1958

Explanation: Listings in order: Sponsor, name of program; R repeat. TBA to be announced. Time NYT.

ABN—

7:55-8 p.m., Les Griffith & The News.
* Camels—Norwich News
** Camels—Midas News

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake

11:30-11:35 a.m. Sun. Lou Cioffi—News

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.

MBS—

Series B—(8:05-8:30 p.m.) Kraft, Mon. thru Fri.; Aslum, Mon. thru Fri.; S. C. Johnson & Son. Fri.

*Whitehall Pharmacal News with Westbrook Van Voorhis.

**Gabriel Heatter—Tues. Imorin; Thurs. Beltone; Fri. Spring Air Co.

NBC—

* **Monitor** news on the hour starts at 8 a.m. on both Saturday & Sunday and is broadcast each hour on the hour for the broadcast day. Monitor news and others indicated (*) are fully sponsored on a network basis.

** All programs indicated (**) are available on a network-local participation basis to sponsors.

(R) programs are repeats offered in alternate time periods by the network on a recorded basis.

Service at thirty periods are scheduled for 1-minute on the half-hour daily (M-F) with the programs following same starting 1-minute after the half-hour.

TELESTATUS

► WJW-TV (8) CBS; Katz; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair Tv; N; $825
► WLWC (4) NBC; Crosley Sls.; N, LL, LF; $1,100
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; $825

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; N; $1,100
► WLWD (2) NBC, ABC; Crosley Sls.; N; $1,100
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; N; $200

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) 9/4/52-Unknown; Petry

OXFORD—
WMUB-TV (*14) 7/19/56-July

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
► **WTRF-TV (7) See Wheeling**

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57
WGTE-TV (*30) 6/27/57-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; N; $400
► WKBN-TV (27) CBS; Raymer; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
► KTEN (10) ABC, CBS, NBC; Venard; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; N; $150

ELK CITY—
Southwest Broadcasting Co. (8) Initial Decision 10/16/57

ENID—
► KGEO-TV (5) ABC; Blair Tv Assoc.; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; $150

OKLAHOMA CITY—
► **KETA (*13)**
► KGEO-TV (5) See Enid, Okla.
► KWTV (9) CBS; Avery-Knodel; N; $850
► WKY-TV (4) NBC; Katz; N, LL, LF, LS; $950
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; N; $825
► KTUL-TV (8) ABC; Avery-Knodel; $600
► KVOO-TV (2) NBC; Blair Tv Assoc.; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

CORVALLIS—
► KOAC-TV (*7)

EUGENE—
► KVAL-TV (13) NBC; Hollingbery; N; $300

KLAMATH FALLS—
► **KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150**

MEDFORD—
► **KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $250**

PORTLAND—
► KGW-TV (8) ABC; Blair Tv; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; N; $900
► KPTV (12) NBC; Katz; N; $700

ROSEBURG—
► KPIC (4) NBC; Hollingbery; $150 (satellite of KVAL-TV Eugene)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) 8/12/53-Unknown; Weed
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) ABC, CBS; Blair Tv; N; $750

BETHLEHEM—
WLEV-TV (51) See footnote

EASTON†—
WGLV (57) See footnote

ERIE—
► WICU-TV (12) NBC, ABC; Petry; N; $700
► WSEE (35) CBS; Young; $300

HARRISBURG—
► WHP-TV (55) CBS; Bolling; N; $325
► WTPA (27) ABC; Harrington, Righter & Parsons; N; $385
WCMB-TV (71) See footnote

HAZLETON†—
WAZL-TV (63) 12/18/52-Unknown; Meeker

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC; Katz; N, LL, LF, LS; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
► WLBR-TV (15) ABC; Blair Tv Assoc.; $200

LOCK HAVEN—
WBPZ-TV (32) 5/8/56-January; ABC; $100

NEW CASTLE—
► WKST-TV (45) ABC; Everett-McKinney; $350

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; N, LL, LF, LS; $3,500
► WFIL-TV (6) ABC; Blair Tv; N, LL, LS, LF; $3,200
► WHYY-TV (*35)
► WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) CBS; Peters, Griffin, Woodward; N, LF, LS; $2,000
► WIIC (11) NBC; Blair Tv; $1,800
► WQED (*13)
WTVQ (47) 12/23/52-Unknown; Headley-Reed
WTAE-TV (4) 7/25/57-September
WENS (16) See footnote
WKJF-TV (53) See footnote

READING—
WHUM-TV (61) See footnote

SCRANTON—
► WNEP-TV (16) ABC; Bolling; $225
► WDAU-TV (22) CBS; H-R; N; $600
WTVU (44) See footnote

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $575
► WILK-TV (34) ABC; Avery-Knodel; N; $475

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown; Meeker

YORK—
► WNOW-TV (49) Young; $150
► WSBA-TV (43) ABC; Masla; N; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Petry; N; $1,200
► WPRO-TV (12)CBS; Blair Tv; $1,200
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► **WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $400**
► WUSN-TV (2) NBC, ABC; Weed; N; $300
WTMA-TV (4) 8/1/57-Unknown (stay pending outcome of protest)

COLUMBIA—
► **WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450**
► WNOK-TV (67) CBS, ABC; Raymer; N; $200

FLORENCE—
► **WBTW (8) CBS, ABC, NBC; CBS Spot Sls.; N; $300**

GREENVILLE—
► WFBC-TV (4) NBC; Weed; N; $525
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; N; $500

SOUTH DAKOTA

ABERDEEN†—
KXAB-TV (9) 8/30/56-April; Weed; $150

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► **KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)**

MITCHELL—
KORN-TV (9) 11/13/57-Unknown

RAPID CITY†—
► KOTA-TV (3) ABC, CBS; Headley-Reed; $200 (Includes satellite KDUH-TV Hay Springs, Neb.)
KRSD-TV (7) 12/20/56-Unknown; NBC

RELIANCE†—
► KPLO-TV (6) H-R; $510 (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► **KELO-TV (11) CBS, ABC, NBC; H-R; $510 (Includes satellites KDLO-TV Florence and KPLO-TV Reliance)**
KSOO-TV (13) Initial Decision—6/18/57

TENNESSEE

BRISTOL—
► **WCYB-TV (5) (See Bristol, Va.)**

CHATTANOOGA—
► WDEF-TV (12) CBS; Branham; N; $450
► WRGP-TV (3) NBC; H-R; N; $400
► WTVC (9) McGillvra; $150

JACKSON—
► WDXI-TV (7) CBS, ABC; Venard; N; $250

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; $900
► **WKNO-TV (*10)**
► WMCT (5) NBC; Blair Tv; N; $900
► WREC-TV (3) CBS; Katz; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; N; $825
► WSIX-TV (8) ABC; H-R; $700
► WSM-TV (4) NBC; Petry; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; $225

AMARILLO—
► **KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; $340**
► KGNC-TV (4) NBC; Katz; N; $350
► KVII (7) ABC; Venard; $250

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
► KPAC-TV (4) See Port Arthur
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
► KBTX-TV (3) ABC, CBS; Raymer; $150

CORPUS CHRISTI—
► **KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300**
► KZTV (10) CBS; H-R; $300
KVDO-TV (22) See footnote

DALLAS—
► KRLD-TV (4) CBS; Branham; N, LF, LS; $1,100
► WFAA-TV (8) ABC; Petry; N; $1,000

EL PASO—
► KELP-TV (13) ABC; Avery-Knodel; $300
► KROD-TV (4) CBS; Branham; N; $450
► KTSM-TV (9) NBC; Hollingbery; N; $325

FT. WORTH—
► KFZJ-TV (11) Blair Tv; $1,000
► WBAP-TV (5) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000

GALVESTON (HOUSTON)—
► **KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,200**

HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; $300

HOUSTON—
► **KGUL-TV (11) See Galveston**
► KPRC-TV (2) NBC; Petry; N, LF, LS; $1,100
► **KTRK (13) ABC; Hollingbery; N, LF, LS; $1,000**
► **KUHT (*8)**
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; $187.50

LUBBOCK—
► **KCBD-TV (11) NBC, ABC; Raymer; N; $350**
► **KDUB-TV (13) CBS; Branham; N, LS, LF; $630** (includes satellites KPAR-TV Sweetwater and KEDY-TV Big Spring)
Texas Technological College (5) Initial decision 9/9/57

LUFKIN—
► KTRE-TV (9) NBC, ABC; Venard; $225

MIDLAND—
► **KMID-TV (2) NBC, ABC; Venard; N; $250**

MONAHANS—
KVKM-TV (9) 8/1/57-June

NACOGDOCHES—
KTES (19) 6/21/57-Unknown

ODESSA—
► KOSA-TV (7) CBS; Bolling; $300

PORT ARTHUR (BEAUMONT)—
► KPAC-TV (4) CBS, ABC; Raymer; N; $350

SAN ANGELO—
► KCTV (8) CBS; Venard; $200
KVTX (3) 2/28/57-Unknown

SAN ANTONIO—
► KCOR-TV (41) O'Connell; $200
► **KENS-TV (5) CBS; Peters, Griffin, Woodward; N; $700**
► KONO-TV (12) ABC; H-R; N; $560
► WOAI-TV (4) NBC; Petry; N, LL, LF, LS; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; $200 (satellite of KDUB-TV Lubbock)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Blair Tv Assoc.; N; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC, NBC; Venard; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; N; $300

VICTORIA—
KMVA-TV (19) 5/2/57-Unknown

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; N; $300

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC, ABC; Raymer; $300

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

TELESTATUS

UTAH

PROVO—
KLOR-TV (11) 12/11/57-Unknown

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; N; $600
► KTVT (4) NBC; Katz; N, LS; $700
► KUTV (2) ABC; Avery-Knodel; $600
KUED (*7) 12/13/56-January

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; $450

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown

BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed: N, LF, LS; $300

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; $250

LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; $300

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WAVY-TV (10) (See Portsmouth)
► WTAR-TV (3) CBS; Petry; N, LF, LS; $875
► WTOV-TV (27) McGillvra; LL, LS; $380
► WVEC-TV (15) NBC; Avery-Knodel; N; $400

PETERSBURG—
► WXEX-TV (8) NBC; Select; N, LF, LS; $750

PORTSMOUTH—
► WAVY-TV (10) ABC; H-R; N, LF, LS; $700

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
► WTVR (6) ABC; Blair Tv Assoc.; N, LF, LS; $875
► WXEX-TV (8) See Petersburg

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600
► WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe, Stovin-Byles; $550

EPHRATA—
► KBAS-TV (16) (Satellite of KIMA-TV Yakima)

KENNEWICK—
KTRX (31) 8/1/57-Unknown

PASCO—
► KEPR-TV (19) (Satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair Tv; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
► KTNT-TV (11) CBS; Weed; N; $900
► KTVW (13) Hollingbery; $425
KIRO-TV (7) 7/25/57-February; CBS; Peters, Griffin, Woodward

SPOKANE—
► KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $625
► KREM-TV (2) ABC; Petry; N, LF, LS; $600
► KXLY-TV (4) CBS; Avery-Knodel; N; $600

VANCOUVER†—
KVAN-TV (21) 9/25/53-Unknown; Bolling

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; N; $500 (Includes satellites KEPR-TV Pasco, KBAS-TV Ephrata and KLEW-TV Lewiston, Idaho.

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; N, LF, LS: $650
WKNA-TV (49) See footnote

CLARKSBURG†—
► WBOY-TV (12) NBC, ABC, CBS; Avery-Knodel; $250

FAIRMONT†—
WJPB-TV (35) NBC, ABC; Gill-Perna; N; $200

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; N; $600
► WSAZ-TV (3) NBC; Katz; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; N; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; $150

WHEELING (STEUBENVILLE, OHIO)—
► WSTV-TV (9) See Steubenville, Ohio
► WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC, CBS; Hollingbery; N; $300

GREEN BAY—
► WBAY-TV (2) CBS; Weed; N; $500
► WFRV-TV (5) CBS, ABC; Headley-Reed; $400
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; $360

MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; N; $280
► WMTV (33) NBC; Young; N; $325

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC; Venard; N; $300

MILWAUKEE—
► WISN-TV (12) ABC; Petry; N, LF, LS; $1,000
► WITI-TV (6) Branham; LL, LF, LS; $600
► WMVS-TV (*10)
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,450
► WXIX (19) CBS; CBS Spot Sls.; N; $800
WFOX-TV (31) 5/4/55-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
► KDAL-TV (3) See Duluth, Minn.
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450

WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; N; $350

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
► KSPR-TV (6) CBS; Walker; $120
► KTWO-TV (2) ABC, NBC; Meeker; $150

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; $200

RIVERTON—
► KWRB-TV (10) CBS; Meeker; $150

SHERIDAN—
► KTWX-TV (9) Meeker

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; $135

JUNEAU†—
► KINY-TV (8) CBS; Wagner-Smith; $60

GUAM

AGANA†—
► KUAM-TV (8) ABC, CBS, NBC; Intercontinental; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; $400 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
► KHVH-TV (13) Smith Assoc.; LL, LF, LS
► KONA (2) NBC; NBC Spot Sls.; $350
► KULA-TV (4) ABC; Young; $250

WAILUKU†—
► KMAU-TV (3) (Satellite KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
► WSUR-TV (9) Pan America Bcstg.; $150

MAYAGUEZ†—
► WORA-TV (5) ABC, CBS, NBC; Inter-American; N, LF, LS; $150
Dept. of Education of Puerto Rico (3) Initial Decision 10/16/57

PONCE†—
WKBM-TV (11) 5/3/56-Unknown
WRIK-TV (7) 6/20/57-Unknown; $150

SAN JUAN†—
► WAPA-TV (4) NBC, ABC; Caribbean Networks; $325
► WKAQ-TV (2) CBS; Inter-American; $300
WIPR-TV (*6) 2/2/55-January

CANADA

ARGENTIA, NFLD.—
► CJOX-TV (10) (satellite of CJON-TV St. John's)

BARRIE, ONT.—
► CKVR-TV (3) CBC; Mulvihill, Young; $300

BRANDON, MAN.—
► CKX-TV (5) CBC; All-Canada, Weed; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; $350

CHARLOTTETOWN, P.E.I.—
► CFCY-TV (13) CBC; All-Canada, Weed; $190

EDMONTON, ALTA.—
► CFRN-TV (3) CBC; Tv Reps. Ltd., Young; $400

ELLIOT LAKE, ONT.—
CKSO-TV-1 (3) (Satellite CKSO-TV Sudbury, Ont.)

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; $300

HAMILTON, ONT.†—
► CHCH-TV (11) CBC; All-Canada, Young; $550

JONQUIERE, QUE.—
CKRS-TV (12) CBC; Young; $250

KAMLOOPS, B. C.†—
CFCR-TV (4) CBC; All-Canada, Young; $75

KELOWNA, B. C.†—
► CHBC-TV (2) CBC; All-Canada, Weed; $170

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $280

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; $450

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; $160

LONDON, ONT.—
► CFPL-TV (10) CBC; All-Canada, Weed; $525

MEDICINE HAT, ALTA.—
► CHAT-TV (6) CBC; Weed, Stovin-Byles; $100

MONCTON, N. B.—
► CKCW-TV (2) CBC; Stovin-Byles, Canadian Reps.; $250

MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; $1,000
► CBMT (6) CBC; $750

NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Young, Mulvihill, Hunt; $250

OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; $300
► CBOT (4) CBC; $400

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; $265

PORT ARTHUR, ONT.—
► CFCJ-TV (2) CBC; All-Canada, Weed; $225

PRINCE ALBERT, SASK.—
CKBI-TV (5) CBC, CBS; All-Canada, Weed; $175

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Weed; $475
► CKMI-TV (5) CBC; Stovin-Byles, Weed; $250

RED DEER, ALTA.—
► CHCA-TV (6) CBC; Hunt; $100

REGINA, SASK.—
► CKCK-TV (2) CBC; All-Canada, Weed; $300

RIMOUSKI, QUE.—
► CJBR-TV (3) CBC (French); Stovin-Byles, Young; $260

ROUYN, QUE.†—
► CKRN-TV (4) CBC; Hardy, Weed; $160

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBS, ABC, CBS, NBC; All-Canada, Weed; $300

ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS; Weed, Stovin-Byles; $230

SASKATOON, SASK.—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Young; $260

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBC, ABC, CBS, NBC; Weed; $200

SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC (French); Canadian Reps., Hardy; $460

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; $270

SWIFT CURRENT, SASK.—
CFJB-TV (5) Forjoe; $120

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; $275

TIMMINS, ONT.—
► CFCL-TV (6) CBC; Mulvihill, Devney; $180

TORONTO, ONT.—
► CBLT (6) CBC; $1,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; $580

VICTORIA, B. C.†—
► CHEK-TV (6) CBC; Forjoe; $210

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) Young; $1,100

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; $235

WINNIPEG, MAN.†—
► CBWT (4) CBC; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; $240

MEXICALI—
► XEM-TV (3) National Time Sales, Oakes; $200

TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; $800

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WUTV (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WTOB-TV Winston-Salem, N. C.; KVDO-TV Corpus Christi, Tex.; WKJF-TV Pittsburgh, Pa.; WNAO-TV Raleigh, N. C.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; WENS (TV) Pittsburgh; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami; WLEV Bethlehem, Pa.; WGLV Easton, Pa.; KVVG (TV) Tulare, Calif.; WJHP-TV Jacksonville, Fla.; WPAG-TV Ann Arbor, Mich.

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			*Hotel Cosmopolitan*	Tic Tac Dough Participating L		*Hotel Cosmopolitan*	Tic Tac Dough Participating L		*Hotel Cosmopolitan*	Tic Tac Dough Participating L
12:15					Love of Life see footnote							
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	It Could Be You Participating L			It Could Be You Participating L			It Could Be You Participating L
12:45					P&G Guiding Light L							
1:00						Close Up L Co-op			Close Up L Co-op			Close Up L Co-op
1:15					Net. News			Net. News			Net. News	
1:30					As the World Turns (see footnote)	Howard Miller Show L Co-op		As the World Turns (see footnote)	Howard Miller Show L Co-op		As the World Turns (see footnote)	Howard Miller Show L Co-op
1:45		Carter & Natl. Carbon Amer. Home Football Preview										
2:00					Beat the Clock (see footnote)			Beat the Clock (see footnote)			Beat the Clock (see footnote)	
2:15												
2:30			*Wisdom* F		Art Linkletter's House Party (see footnote)	*Kitty Foyle* F		Art Linkletter's House Party (see footnote)	Brillo Kitty Foyle F		Art Linkletter's House Party (see footnote)	*Kitty Foyle* F
2:45												
3:00	*Johns Hopkins File 7* L		*Youth Wants to Know*	American Bandstand Participating L	Colgate Big Payoff	NBC Matinee Theatre participating C-L	American Bandstand Participating L	*Big Payoff*	NBC Matinee Theatre participating C-L	American Bandstand Participating L	Colgate Big Payoff	NBC Matinee Theatre participating C-L
3:15												
3:30	*Dean Pike* L	*The Last Word* L	*Look Here*	Do You Trust Your Wife Participating L	The Verdict Is Yours (see footnote)		Do You Trust Your Wife Participating L	The Verdict Is Yours (see footnote)		Do You Trust Your Wife Participating L	The Verdict Is Yours (see footnote)	
3:45												
4:00	American Mach. & Fdy. Bowling Stars F	*Face The Nation* L	General Motors Wide Wide World L Union Carbide Aluminum Ltd. Omnibus (1/26, 2/9, 2/23, 3/9, 3/23)		P&G The Brighter Day	Queen for a Day participating L		P&G The Brighter Day	Queen for a Day participating L		P&G The Brighter Day	Queen for a Day participating L
4:15					Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:30	Hartz Mtn. Products Paul Winchell Presents L	*World News Roundup* L		American Bandstand Participating L	Edge of Night (see footnote)		American Bandstand Participating L	Edge of Night (see footnote)		American Bandstand Participating L	Edge of Night (see footnote)	
4:45						Modern Romances Participating L			Modern Romances Participating L			Modern Romances Participating L
5:00	Sweets Co. Texas Rangers F	*Seven Lively Arts*		Kellogg Sweets Co. Superman F		Comedy Time Participating F	Kellogg Wander Co. Sir Lancelot F		Comedy Time F Participating	Kellogg Sweets Co. Wild Bill Hickok		Comedy Time F Participating
5:15												
5:30	General Mills Lone Ranger F		Sterling Drug Saber of London F	Mickey Mouse Club F (see footnote)			Mickey Mouse Club F (see footnote)			Mickey Mouse Club F (see footnote)		
5:45												
EVENING												
6:00		*Beat the Clock*	Pan American Meet The Press L									
6:15												
6:30		Prudential Twentieth Century	*Outlook* F									
6:45					B. & Wm'son News L	Ronson NBC News		Whitehall News L	NBC News		B. & Wm'son News L	NBC News
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	*My Friend Flicka* F	*Sports Focus* L			*Sports Focus* L			*Sports Focus* L		
7:15				*Daly—News*	B. & Wm'son News L		*Daly—News*	Whitehall News L		Am. Chicle Daly-News	B. & Wm'son News L	
7:30	Kaiser Companies Maverick F	Amer. Tob. Bachelor Father (alt. wks.) Jack Benny	Chemstrand Royal McBee Sally F	*American Bandstand* L	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Speidel (alt.) RCA Price Is Right L	General Electric Cheyenne Am. Chicle Luden's Colgate- Palmolive Sugarfoot (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Treasure Hunt L Co-op	General Mills Gen. Foods Reynolds Metals Derby Foods Disneyland F	Gold Seal (alt. wks.) Shaeffer I Love Lucy F	Drackett (alt.) Lewis-Howe (alt. wks.) Edsel Wagon Train F
7:45												
8:00		Mercury (alt.) Eastman Kd. Ed Sullivan Show L	Pharmacraft Greyhound S. C. Johnson Steve Allen L	Max Factor Guy Mitchell Show L	General Mills (alt. wks.) Carnation Burns & Allen F	Warner- Lambert Restless Gun F		R.J. Reynolds Alt. wks. P&G Phil Silvers F	RCA- Whirlpool Gobel (alt.) Lig. & Myers Fisher		Oldsmobile (alt. wks.) Armour Pillsbury (alt. wks.) Kellogg The Big Record L	
8:15												
8:30	R. J. Reynolds Adventure at Scott Island F			Ralston- Purina Bold Journey F	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Buick Am. Tobacco Wells Fargo F	Gen. Mills (Alt. wks.) P & G Wyatt Earp F	Lever (alt. wks.) Shulton Eve Arden Show F		Bristol- Myers Tombstone Territory F		Scott Father Knows Best F
8:45												
9:00	Helena Rubinstein Caesar-Coca Show L	Gen. Elect. GE Theatre F	Chevrolet Dinah Shore's Chevy Show L	Firestone Voice of Firestone L	Gen. Foods Danny Thomas Show F	Pharmaceu. Twenty- One L	Miles Labs (Alt. wks.) Rlstn.-Purina Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Meet McGraw F	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Kraft Television Theatre L
9:15												
9:30	TBA	Bristol- Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk Top Tunes and New Talent (L)	Gen. Foods December Bride F	Alcoa Goodyear A Turn of Fate F	Bell System Telephone Time F	S. C. Johnson (alt. wks.) Pet Milk Red Skelton F	R.J. Reynolds Chesebrough- Ponds Bob Cummings Show F	Plymouth Betty White Show L	R. J. Reynolds I've Got A Secret L	
9:45												
10:00	General Foods Scotland Yard F	P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G Loretta Young F		Westing- house Studio One in Hollywood L	Ford Philip Morris Suspicion L-F	*West Point* F	Revlon The $64,000 Question L	Singer (alt.) Lipton Californians F	Miles Labs. Mennen Co. Wednesday Night Fights L	U. S. Steel U.S Steel Hr. (alt. wks.) Armstrong Cork Armstrong Circle Theatre L	This Is Your Life L
10:15												
10:30		Florida Citrus (Alt. wks.) Remington What's						Lorillard Assignment Foreign Legion F				
10:45												

AFTERNOON	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Hotel Cosmopolitan*	Tic Tac Dough Participating L		(Alt. wks.) Swift Hotel Cosmopolitan	Tic Tac Dough participating L		*Jimmy Dean Show* L	Sterling Drug True Story L
12:15									
12:30			It Could Be You Participating L			It Could Be You participating L			Sterling Drug Detective's Diary F
12:45									
1:00			Close-Up L Co-op			Close-Up L Co-op		Gen. Mills (Alt.) Nestle The Lone Ranger F	
1:15		Net. News			Net. News				
1:30		As The World Turns (see footnote)	Howard Miller Show L Co-op		As The World Turns (see footnote)	Howard Miller Show L Co-op			
1:45									
2:00		Beat the Clock (see footnote)			Beat the Clock (see footnote)				Carter Bristol-Myers NBA Basketball (2 p.m. to concl.) *Racing from Hialeah* St. 1/18/58 through 3/1/58
2:15									
2:30		Art Linkletter's House Party (see footnote)	*Kitty Foyle* F		Art Linkletter's House Party (see footnote)	*Kitty Foyle* F			
2:45									
3:00	American Bandstand Participating L	*Big Payoff*	NBC Matinee Theatre Participating C-L	American Bandstand Participating L	Colgate Big Payoff	NBC Matinee Theatre participating C-L			
3:15									
3:30	Do You Trust Your Wife Participating L	The Verdict Is Yours (see footnote)		Do You Trust Your Wife Participating L	The Verdict Is Yours (see footnote)				
3:45									
4:00		P&G The Brighter Day	Queen For A Day participating L		P&G The Brighter Day	Queen For A Day participating L	Miller Brewing Wildroot Co. All-Star Golf F		
4:15		Am. Home Pr. Secret Storm			Am. Home Pr. Secret. Storm				
4:30	American Bandstand Participating L	Edge of Night (see footnote)		American Bandstand Participating L	Edge of Night (see footnote)				
4:45			Modern Romances participating L			Modern Romances Participating L			
5:00	Kellogg Woody Woodpecker F		Comedy Time F participating	Kellogg Sweets Co. The Buccaneers F		Comedy Time F participating			
5:15									
5:30	Mickey Mouse Club F (see footnote)			Mickey Mouse Club F (see footnote)					
5:45									
EVENING									
6:00									
6:15									
6:30									
6:45		Whitehall News L	Ronson NBC News		B&W, American News L	NBC News			
7:00	*Sports Focus* L			*Sports Focus* L					
7:15	*Daly—News*	Whitehall News L		*Daly—News*	B&W, American News L				
7:30	Mars Kellogg Circus Boy F	Quaker Oats Sgt. Preston of the Yukon F	Warner-Lambert Tic Tac Dough	National Biscuit Rin Tin Tin F	Remington-Rand Leave It to Beaver F	Sterling Drug Truth or Consequences L	Dick Clark Show Participating L	Purex (alt. wks.) L-O-F Glass Perry Mason Show F	R. J. Reynolds Toni People Are Funny F
7:45									
8:00	AC Sprk. Plg. Seven-Up Co. Zorro F	P. Lorillard Richard Diamond F	Toni DeSoto You Bet Your Life F	Am. Chicle Jim Bowie F	Am. Tobacco (alt. wks.) Socony Mobil Oil Trackdown F	Lorillard Court of Last Resort F			Kimberly-Clark Noxzema RCA-Whirlpool Sunbeam Am. Dairy Knomark Perry Como L
8:15									
8:30	Sylvania The Real McCoys F	Chrysler Motors Climax L	Schick Lig. & Myers Dragnet F	Revlon Walter Winchell File F	Gen. Foods (alt. wks.) Ford Zane Grey Theatre F	Lever Life of Riley F	Williamson Dickie Country Music Jubilee	Mogen David Wine (alt. wks.) Helene Curtis Dick & the Duchess F	
8:45									
9:00	Chevrolet Pat Boone Chevy Showroom L		Am. Home Borden The People's Choice F	Chesterfield Frank Sinatra L	R.J.Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Am. Tobacco Hazel Bishop M Squad F	Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Lig. & Myrs. Club Oasis (alt.) Max Factor Polly Bergen L
9:15									
9:30	*O.S.S.* F	Bristol Myers (Alt. wks.) Amer. Gas Philip Morris (Alt. wks.) Bristol Myrs. Playhouse 90 Kimberly-Clark (alt. wks.) All State Ins.	Ford Tennessee Ernie Ford L	Buick Frigidaire Patrice Munsel L	Schlitz Brewing The Schlitz Playhouse F	Colgate-Palmolive The Thin Man F		Lever (alt. wks.) Whitehall Have Gun, Will Travel F	Scott Paper Schick Gisele MacKenzie Show L
9:45									
10:00	U. S. Rubber Navy Log F		Lever Rosemary Clooney L	Mennen Co. Campbell Soup Colt .45 F	B. & Wmson. (alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	Philip Morris Mike Wallace L	Liggett & M. (alt. wks.) Rmgton Rnd. Gunsmoke F	Pharmaceu. What's It For? L
10:15									
10:30			Hazel Bishop Quaker Oats Jane Wyman F		American Oil Hamm (alt. wks.) Time Person to	State Farm Ins. Red Barber's Corner L			Am. Tobacco Toni Your Hit Parade L
10:45									

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, sust. Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Susan's Show, sust. 11-11:30 a.m.; Saturday Playhouse, sust. 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Captain Kangaroo, 8-8:45 a.m.; CBS Morning News 8:45-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-10 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics sustaining; Time NYT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5:30-6: AmPar, Armour, Bristol-Myers, Gen. Mills, Mattel, Miles Labs, Mars, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore: Mon.-Fri. 15 minute segments sponsored by Gerber, General Foods, Dow Chemical, Nestle, General Mills, Sunshine Biscuit, Campbell, Lever, Vick, Fla. Citrus Comm., Sunshine Biscuit, Hoover.

Arthur Godfrey Time: Mon.-Thurs. 15 minute segments sponsored by Standard Brands, Sherwin-Williams, General Foods, Peter Paul, Armour, Bristol-Myers, Pharma Craft.

House Party: 15 minute segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell, Simoniz, Standard Brands, Toni, Staley.

The Verdict is Yours: 15 min. segments sponsored by General Mills, Toni, Swift, Atlantis Sales.

Love of Life: 15 min. segments sponsored by Am. Home Prod. M-W-F; P&G Tues.; P&G, Am. Home Prods. (alt.) Thurs.

As the World Turns: 15 min. segments sponsored by Mon., P&G; Tues., P&G, Vick; Wed., P&G; Thurs., P&G, Pillsbury; Fri., P&G, Swift.

Beat the Clock: 15 min. segments sponsored by Mon., sust.; Tues.. Nestle, Gerber; Wed., Atlantis Sales, Mogen David Wine; Thurs., Nestle, Sunshine Biscuits, Purex; Fri., General Mills, Gerber, Johnson & Johnson, Vick.

Edge of Night 15 min. segments sponsored by Mon., P&G, Standard Brands; Tues., P&G, Fla. Citrus Comm., Vick; Wed., P&G, Atlantis Sales, Pet Milk; Thurs., P&G, Pillsbury; Fri., P&G, Fla. Citrus Comm., Vick.

SPECIAL PROGRAMS

For complete list of special program see box p. 110.

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SPECIAL PROGRAMS ON THE TV NETWORKS

Herewith, a list of scheduled programs not appearing in the tv showsheet on the preceding page. Programs listed are special network programming planned for the next three months and will replace the normally scheduled program or programs in the time slot in which they appear.

CBS-TV

Jan. 12 (Sun.), 6-7 p.m. *17th annual Bing Crosby National Pro-Amateur Golf Championship*

Jan. 18 (Sat.), 12-1 p.m. *Concert from Carnegie Hall*

Jan. 19 (Sun.), 5-6 p.m. *Conquest*

Jan. 21 (Tues.), 9:30-11 p.m. *Dupont Show of the Month*

Jan. 22 (Wed.), 8-9 p.m. *High Adventure with Lowell Thomas*

Jan. 26 (Sun.), 6-7 p.m. *The Twentieth Century*

Feb. 1 (Sat.), 12-1 p.m. *Concert from Carnegie Hall*

Feb. 3 (Mon.), 8-9 p.m. *The Lucille Ball-Desi Arnaz Show*

Feb. 21 (Fri.), 7:30-9 p.m. *DuPont Show of the Month*

Feb. 23 (Sun.), 6-7 p.m. *The Twentieth Century*

Feb. 25 (Tues.), 8-9 p.m. *High Adventure with Lowell Thomas*

Mar. 8 (Sat.), 12-1 p.m. *Concert from Carnegie Hall*

Mar. 9 (Sun.), 5-6 p.m. *Conquest*

Mar. 24 (Mon.), 8-9 p.m. *High Adventure with Lowell Thomas*

Mar. 27 (Thurs.), 9:30-11 p.m. *DuPont Show of the Month*

Mar. 30 (Sun.), 6-7 p.m. *The Twentieth Century*

NBC-TV

Jan. 1 (Wed.), 11.45-1:45 p.m. *Tournament of Roses Parade*

Jan. 1 (Wed.), 1:45 p.m.-Concl. *Sugar Bowl*

Jan. 1 (Wed.), 4:45 p.m.-Concl. *Rose Bowl Football Game*

Jan. 12 (Sun.), 4-7 p.m. *Pro Bowl Football Game*

Jan. 12 (Sun.), 8-9 p.m. *Shirley Temple's Storybook*—"Beauty and the Beast"

Jan. 14 (Tues.), 8-9 p.m. *Omnibus*

Jan. 21 (Tues.), 9-10 p.m. *Jerry Lewis Show*

Jan. 23 (Thurs.), 10-11 p.m. *March of Medicine*

Feb. 2 (Sun.), 6:30-7:30 p.m. *Shirley Temple's Storybook*

Feb. 3 (Mon.), 8:30-9:30 p.m. *Dean Martin Show*

Feb. 6 (Thurs.), 8:30-9:30 p.m. *Bob Hope Show*

Feb. 9 (Sun.), 6:30-8 p.m. *Hallmark Hall of Fame*

Feb. 12 (Wed.), 9-10 p.m. *Telephone Time*

Feb. 16 (Sun.), 2-4 p.m. *NBC Opera Company*—"Rigoletto"

Feb. 18 (Tues.), 8-9 p.m. *Jerry Lewis Show*

Feb. 19 (Wed.), 7:30-8:30 p.m. *Shirley Temple's Storybook*

Feb. 25 (Tues.), 10-11 p.m. *U. S. Steel Auto Show*

Mar. 2 (Sun.), 9-10 p.m. *Bob Hope Show*

Mar. 5 (Wed.), 7:30-8:30 p.m. *Shirley Temple's Storybook*

Mar. 16 (Sun.), 5:30:6:30 p.m. *Telephone Time*

Mar. 18 (Tues.), 9-10:30 p.m. *Emmy Awards presentations*

Mar. 23 (Sun.), 6:30-7:30 p.m. *Shirley Temple's Storybook*

Mar. 24 (Mon.), 9:30-11 p.m. *Hallmark Hall of Fame*

Mar. 26 (Wed.), 10:30-12:15 a.m. *Oscar Awards presentations*

Mar. 30 (Sun.), 2-4 p.m. *NBC Opera Company*—"Die Meistersinger" Part I.

COMING
SOON!
TV's PROPELLING
NEW FORCE . . .
Aimed to build PRESTIGE for you!

INTERNATIONAL

CBC Board Sets Discussion On Plan to Ban Giveaways

Representations in connection with a proposed regulation to prohibit certain types of giveaway shows will be heard at the Feb. 14 meeting of the board of governors of CBC at Ottawa, Ont.

The proposed regulation would "prohibit the broadcasting of any offer of any prize, gifts, or bonuses or any contest, except a contest involving skill, provided that (a) all the participants are present in the broadcasting studio and take part in the broadcast concerned or (b) entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries."

Hearings on this proposed regulation will be held in public. In addition, the CBC board will hear applications for new radio and television stations, power increases and applications for share transfers.

La Television de la Baie de Chaleurs Inc. is applying for a ch. 5 tv station at New Carlisle, Que. The application calls for 52 kw video and 27 kw audio power with a directional antenna 1,613 feet above average terrain.

CJCB-TV Sydney, N.S., is applying for a satellite station at Inverness, N.S., on ch. 6 with 6 kw video and 3.2 kw audio power and antenna 987 feet above average terrain.

Robert Paul MacGowan has applied for a new broadcast station at Fort William, Ont., with 1 kw on 800 kc, and Michael Mutzak has applied for a daytime radio station at Port Credit, Ont., suburb of Toronto, with 1 kw power on 1540 kc.

CKNX Wingham, Ont., is requesting a boost in power from 1 to 2.5 kw daytime and 1 kw nighttime on 920 kc.

CFAM Altona, Man., is asking for a power boost from 1 to 5 kw and frequency change from 1290 to 1050 kc.

CKSF Cornwall, Ont., wants to boost its power from 250 w to 1 kw and change frequency from 1230 to 1220 kc, along with a change in its transmitter site.

CKTB St. Catherines, Ont., is asking for a power increase from 1 to 5 kw and frequency shift from 620 to 610 kc.

Lloyd Olan, who has a license for a station at Huntsville, Ont., which is not yet in operation, is asking for a power boost from 250 w to 1 kw, frequency change from 1340 to 590 kc, and permission to change transmitter site.

CJON St. John's, Nfld., is requesting permission for a standby transmitter license.

Share transfers are being requested by CKEK Cranbrook, B. C.; CKOK Penticton, B. C.; CKDM Dauphin, Man.; CFBC St. John, N. B., and CKVR-TV Barrie, Ont.

CBC Plans Tv Relay Center

CBC plans to set up a television network relay center at Calgary, Alta., early in the new year to go into operation with extension of microwave facilities to the Pacific Coast on July 1. The center, to be equipped with four magnetic video recorders, will record on tape the tv programs originating in Toronto for retransmission at a later time. The relay system is necessary because of time zone differences. The microwave network now operates from Quebec City to Calgary and will be connected both eastward and westward before the end of the year to give Canada a complete coverage over five time zones from Atlantic to Pacific, with only the island province of Newfoundland not on the network.

Welsh Commercial Tv Outlet Sets Target Date for Jan. 14

The new commercial tv station to serve south Wales and western portions of England will go on the air Jan. 14 according to Sir Robert Fraser, director-general of the Independent Television Authority. The station was to have started Dec. 17, but technical defects in the antenna system that would have resulted in an inferior signal prompted a postponement [INTERNATIONAL, Nov. 11, 1957]. The new Welsh outlet is located at St. Hilary.

ITA also has announced that its planned tv station for north and east England, slated to commence by the end of 1958, will be programmed by a new company to be formed by prominent citizens in conjunction with film producer Sidney Box, impresarios George and Alfred Black and the London *News-Chronicle*. Sir Richard Pease, chairman of Transparent Paper Ltd., will be chairman of the new company.

IATSE Gets CBC Wage Boost

A 7% wage increase retroactive to June 1 was announced by CBC Dec. 24 in a settlement with the International Alliance of Theatrical Stage Employes. The settlement also provides that on Oct. 1, 1958, employes who have not reached the top of their salary range will receive a further 4% salary increase. Basic salaries cover a wide range as the union represents some 1,500 workers such as technicians, carpenters, script assistants and wardrobe staff.

Lord's Day Trial Postponed

The trial of CKEY Toronto, CBC and the three Toronto daily newspapers under the Lord's Day Act, again has been postponed in Ontario courts at Toronto from Dec. 11 to Jan. 15. Postponement was due to delay in the Ontario Court of Appeal on an application by the CBC that it is not subject to prosecution under the legislation.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y
EL 5-0405

All Inquiries Confidential

Parent, Teacher Objection to Tv Changed—Northwestern's Witty

Teachers and parents are abandoning their long-time opposition to television on the ground it adversely affects the vision, emotions, playtime and school work of children.

Dr. Paul Witty, professor of education at Northwestern U., reported a "marked change" in attitudes in television's full decade of operation. Addressing the 124th meeting of the American Assn. for the Advancement of Science at Indianapolis Thursday, he described results of an eight-year study of reactions to tv by 2,000 elementary and high school pupils, along with their teachers and parents. The study was conducted in Chicago and suburban Evanston, Ill., and Kenosha, Wis.

"At first, large numbers were skeptical concerning any desirable outcome from tv," Dr. Witty said. "Typical complaints were these: 'Tv is reducing our children to a race of spectators'; 'Life should be lived, not watched.' Today more parents and teachers accept televiewing as a part of our design of living. They cite problems less frequently and indicate that many children actually appear to read more because of interests awakened by tv offerings.

"However, many also are concerned about the children who read less as well as about the very large amount of leisure time consumed by tv and the neglect of other activities.

"Despite the limitations of tv it has many desirable features. Let us remember that tv is a problem mainly in homes where parents allow it to become and remain a problem."

WJBK-TV to Run Credit Classes

WJBK-TV Detroit has announced a Detroit U. credit course to be telecast mornings, Monday through Friday, beginning today (Monday). The first course, as announced by Bill Michaels, managing director of WJBK-TV and vice president of Storer Broadcasting Co., will be *Introductory Psychology*, taught at 7-7:30 a.m. by Dr. Herbert J. Bauer, U. of Detroit professor of psychology. Mr. Michaels said the credit course at WJBK-TV is the first in a series of similar ventures and that discussions are underway with another institution, Wayne U., Detroit. He emphasized the ch. 2 commercial station's interest in inspiring viewers to buy converters to see similar programs on Detroit's uhf educational WTVS (TV).

Esso Finances Boston Tv Class

Northeastern U., Boston, has announced it will use its grant from the Esso Education Foundation for a teacher refresher course in mathematics to be telecast over WGBH-TV Boston, non-commercial educational station. The credit course will be televised live on weekday evenings next June and July, with supplementary in-class work and examinations to be held at Northeastern U. on Saturdays. Text books and materials are being subsidized from the Esso grant, which is from a total $500,000 distributed by Esso to 84 privately supported colleges and universities.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good

Two of the finest hotels in New
York are just "around the corner"
from CBS, Dumont or NBC.
Beautifully decorated rooms
and suites for permanent
or transient residence.
Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT K HOTELS

A HAZARD THAT NEVER SLEEPS

A daily occurrence—
Radio and TV Stations
are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station,
staff, announcer, speaker,
talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!
BUT you can
INSURE
against embarrassing loss
by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates

EMPLOYERS
REINSURANCE
CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 107 William St.
Chicago 175 W. Jackson
San Francisco, 100 Bush St

This is the kind of hold our station has on people

You meet people face to face and heart to heart here — the growing-up and grown-up people of 747,640 T.V. homes. These are flourishing and happy homes, in the thriving 41 counties in the 3 states of the WHIO-TV market. Our loyalty is expressed in our programming, in public service — in such little things as no triple spots. Theirs we learn about through mail counts and ratings in which we consistently excel.

These people comprise one of the most rewarding areas you can reach — both in quality and size. Let National Representative George P. Hollingbery tell you all about them.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching 2,881,420 People

MONDAY MEMO

from **LESLIE L. DUNIER,** *vice president, radio-tv, Emil Mogul Co.*

TIMEBUYING IS ONLY THE BEGINNING

"Will you rate me in December as you did in May?"

As implied in this paraphrase of the rhetorical title on Jimmy Walker's famous ballad, you can't count on constancy in radio-tv programming or scheduling.

Actually, if there's any one constant in the broadcasting firmament, it is its very *inconstancy*. Program popularity fluctuates endlessly. Time slots change. Those mighty important neighbors, adjacencies, move in and out.

Broadcasting's changing whirl spawns a perpetually recurrent problem for agency timebuying departments—at least, for those who recognize and are willing to face it. Namely, follow-up checks after contracts are released to see what's happening to those costly commercials—especially in television—and to do something about value-shrinkages.

There's probably no timebuyer who doesn't yearn for a lengthy breathing spell after the last contract of a heavy schedule has been dispatched. A mountain of hard work in the timebuying department preceded release of the schedule—interviews with station and network reps, market-by-market allocation of the budget in relation to product sales and potentialities, study of desirable availabilities, analyses of relative costs, and searches for "best buys" in terms of time costs, audience size and composition, time segments, budgetary limitations, station and program personalities, competitive advertising, adjacencies, amount of over-commercialization and degree of harmony of availability with the product's image and function. To say nothing of preliminary agency and client conferences, mid-stream revisions, and the clerical chores of drafting schedules and contracts.

NO TIME FOR A BREATHER

A timebuyer would be less than human if he didn't feel like taking a breather after all that. But if the client's interests and investments are to be fully protected, there can be no escape-hatch to crawl through for a nap.

The volatility of broadcasting makes follow-through a necessity for any agency that wants to be sure the client will get his money's worth during the entire run of the schedule. Timebuying is only the beginning.

By "follow-through" I mean systematic, periodic checks of the fluctuations occurring during the schedule's run that may alter the value of the commercial, for better or worse. Naturally, it's a joy to behold an enlarging audience, or improving audience composition, giving a good boost to the value of a commercial. Here, aside from rejoicing, the job for the agency is one of recording the enhanced value of the spot for future use and of checking the fact against the client's sales in the market to see if the change is reflected in product movement.

But it is as a "trouble-sleuth" that systematic performance-checking on commercials makes its most eloquent justification. Here, its role is to detect instances where, in terms of indicated results, the pulling power of the advertising is below expectations—and then to investigate the situation thoroughly to determine the source of the weakness. This probing goes beyond local media-performance study. It entails review of the product's sales, retail distribution, merchandising activity, selling promotional effort by wholesalers and competition in sales, advertising, merchandising and so on.

To facilitate and simplify the great quantity of work necessary for serviceable follow-through, we have developed at the Mogul agency a system for both network and spot tv advertising which we call "Performance Diary."

The system, implicit in the title, amounts to a month-by-month record of how a specific commercial is faring in its time slot in each market, as shown by available yardsticks of measurement. The heart of the system is a tabulation sheet for entering monthly data as the information comes in.

For example, the "Performance Diary for Tv Programs" records—above the table for monthly entries—the market, contract starting and closing dates, name of product, station, program, time, preceding and following programs, and contract year.

In the diary itself, there are spaces for entering alongside each month the following: program rating, preceding program rating, following program rating, program changes, audience composition (showing men, women, teen-agers and children separately), homes reached, cost and cost per thousand.

The "Performance Diary for Tv Spots" provides the same type of monthly record for each spot tv commercial, market by market and station by station. To obtain audience-size figures for spots, we average the ratings for the programs that precede and follow the commercial.

In both diaries, we use Nielsen and Pulse ratings, entering them separately so that we can note and allow for rating differences.

Now the performance diary system is certainly not the Last Word in measuring advertising impact. It cannot deliver more than it's capable of doing. It should be employed as a starting point in following through on schedules.

What you're after are clues and signals that call for further investigation and evaluation. What you have to watch for are changes that almost invariably show up somewhere along the line. When the changes become significant, the next step of exploration covers everything that may have caused the changes, including the client's marketing activity.

Evaluating performance for network shows on a market-by-market basis has demonstrated on a number of occasions that you can't apply national ratings uniformly to all markets. A high-rated network program may significantly rise above or fall below the national average in a given market. Two years ago, for example, it was found that sales of Esquire shoe polish were good wherever local ratings for *Masquerade Party*, the network tv show sponsored by the product, were high. Conversely, in markets where the show's ratings were below the national average, sales suffered correspondingly. It was possible, using the localized performance diary, to take steps to remedy the situation after intensive study of all pertinent factors. The remedies varied with the findings, sometimes leading to dropping market for this vehicle and changing to other media strategy, sometimes resulting in developing special promotions to bolster the impact of the program in the market.

One thing is certain, whether for network programs or spots, experience with a diary system has proved its worth in helping get the most for every dollar spent.

Leslie L. Dunier; b. Sept. 1, 1924, New York City. Bachelor of science in advertising, New York U., 1945. Began advertising career with Reiss and Sterling agencies, New York, in 1945; in 1947 became director of advertising and sales at Moskin department store chain, New York. In August 1951 formed own agency, specializing in broadcast advertising for chain stores. Joined Emil Mogul Co. in 1953 as business manager of radio-tv department. Named director of radio-tv June 1954, elected vice president in charge of department in January 1957.

Served with Army Air Force during World War II. Married (1955) Norma Carol Rich of New York. Member, Radio & Television Executives Society. Sport: golf.

Perspective: '58

THIS is a freakish moment in broadcasting history.

In the year just ended the highest advertising volume of all time was placed on radio and tv.

Yet, as a new year begins, broadcasters and their customers are talking about the possibility of a recession. Is there genuine cause for worry about business in 1958?

The full answer to that question will occupy a special issue of BROADCASTING Feb. 24 (and is now occupying a prodigious amount of staff time in preparation). Meanwhile, from the research we have conducted so far, we are willing to make a generalized guess that there is no reason for worry, but there is reason for adjustments of points of view.

Except for a rest period here and there, the American economy has been expanding fantastically for a decade. It would have taken a perverse sort of skill for radio and television to have *avoided* prospering in such a period. The record broadcast advertising of 1957 was as much the result of the general American economic boom as it was the work of broadcasters.

The trick which broadcasters may have to turn in 1958 is that of maintaining and improving last year's gains in the face of a leveling-off of American business.

It is obvious, of course, that broadcasters cannot disengage themselves from the general economy to the degree that they prosper if the rest of American business does not. But they can, by skillful management, do better in proportion to the general economy than they have in the past.

Broadcasters may be gratified with their record of 1957, but they may not be complacent about it. In that year the selling efforts of both radio and tv, by individual broadcasters and sales representatives and by the sales associations, Radio Advertising Bureau and Television Bureau of Advertising, showed definite results. These efforts can be intensified.

We think that 1958 will be a better year for American business in general than some bearish forecasters have predicted. It can certainly be a better year for American broadcasting if broadcasters will face it with confidence and the will to compete.

Petry's Option Play

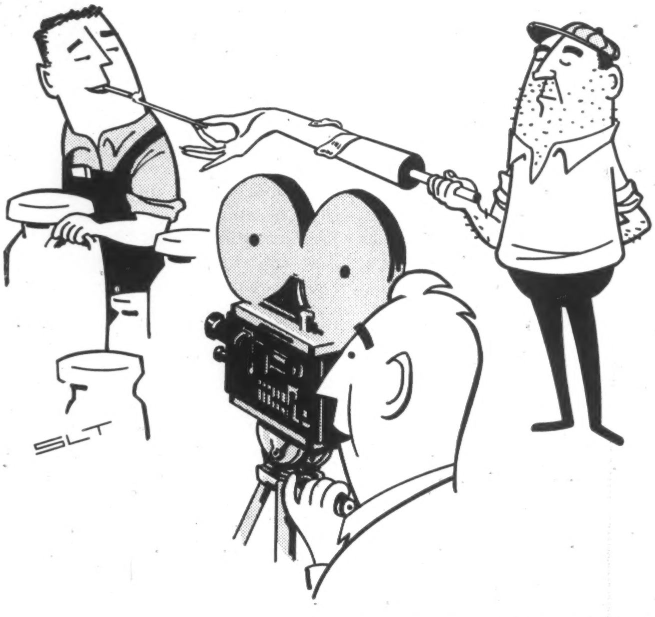
FROM an unexpected corner today comes a voice which should cause the FCC, as it labors over the Barrow report, to sit up and take notice.

The voice is that of Edward Petry, a pioneer station representative. While station representatives generally have seemed sometimes to operate as a network-baiting society, Mr. Petry comes to the networks' defense. In the Barrow report he sees an "unwarranted attack" that holds profound dangers for all of television.

Network option time, which the Barrow report would outlaw, is in Mr. Petry's opinion essential—not to the networks alone but also to stations and station representatives, and, indeed, to viewers. "A strong station schedule with the proper allocation of time for network programs is the most valuable thing we have to sell to the national spot advertiser," he asserts. He thinks governmental tampering with rates is dangerous at best, and he considers it "completely fallacious" to say, as the Barrow report did, that network practices have restrained competition between network and spot.

He also has an admonishing word to say about regulation: "Proper government supervision is one thing, but an atmosphere of continued and, usually, uninformed harassment, accusation, and investigation by various government officers is not the climate in which television, which is just 10 years old, can grow to its full, wonderful maturity. Whether it is from the point of view of education, entertainment or, above all, of national defense communications, any ill-advised action which would cripple the effectiveness of the networks would seriously jeopardize the entire broadcasting structure."

Mr. Petry by no means condemns the entire Barrow report. "Some parts" he expressly agrees with. He does not enumerate these, but they are not indeducible. No doubt separation of networks from general national spot representation is high on his list. Be that as it may, the significance of his statement is that it was made by a veteran competitor of the networks speaking out in support of the networks as a keystone element of the broadcasting business.



Drawn for BROADCASTING by Sherwin L. Tobias

Harris on Toll Tv

THE chairman of the powerful House Commerce Committee is now on record as opposing subscription television.

Rep. Oren Harris (D-Ark.) chose a localized forum on which to make public his conviction—a filmed interview on KNOE-TV Monroe, La.—but that did not lessen the national importance of his statement.

"I am now convinced," said Mr. Harris, "that to permit pay-as-you-see tv would be a change in policy which the Congress should decide; that it would destroy the free use of the spectrum by the general public and make a utility out of the industry, which was never contemplated when the Federal Communications Act was passed; and that there is no provision of law that would permit the Commission to establish rules and regulations to adequately and properly control such procedures.

"Therefore, in my opinion, the principle of so-called pay tv would be against the best interests of the American public."

It would be foolish, of course, to assume that the opinion of one Congressman—even a powerful committee chairman—is the opinion of the whole Congress. But it is not foolish to say that when Mr. Harris reached the firm decision he has announced, the advocates of toll tv lost an important round.

Reaching the People

THE new year begins with world affairs in a frightful state. To keep the American people informed, there probably will be inordinately heavy demands for time on television and radio from the heads of government.

In the past it has been customary for the President of the United States to address the nation over combined radio and television networks. There have been some deviations in recent months, particularly as to television, wherein one network (the same network, incidentally) has invariably carried the President live and others have variously telecast the address live or on a delayed basis.

The live tandem hookup of all networks, both tv and radio, is no longer necessary, or even desirable, from the coverage standpoint. How much better and fairer it would be to have one tv and one radio network pick up the President live and the others stagger their delayed broadcasts later the same day. The live pickups should be rotated among the networks.

In this manner, people who may have missed the live broadcasts can be reached later with the important texts. It would be fairer to the networks and their affiliates who, after all, provide the sustaining time. It would also be fairer to the network and station advertisers who would be pre-empted only every third time on tv and fourth time on radio, and thus tend to equalize revenue losses.

UP

15.7% in ratings!

The Pulse Report for September-October, 1957 shows that KSTP's new programming is already doing the job in Minneapolis-St. Paul.

During the important morning hours from 6:00 a.m. to 9:00 a.m., KSTP shows a 15.7% gain as compared with the July-August figures.

"More music, more news, more often" is the secret of KSTP's success. The music is excellent, the news (from KSTP's nationally famous news facilities) is up to the second. It *attracts* an audience, it *keeps* an audience and . . .

IT SELLS!

Want proof? Your nearest Petry office or any KSTP representative has it.

KSTP Radio

Minneapolis - St. Paul

"The Northwest's *QUALITY* Station"

50,000 Watts

Basic NBC Affiliate

Represented by
Edward Petry & Co., Inc.